

PARAMOUNT INTERNATIONAL NEWS

1938



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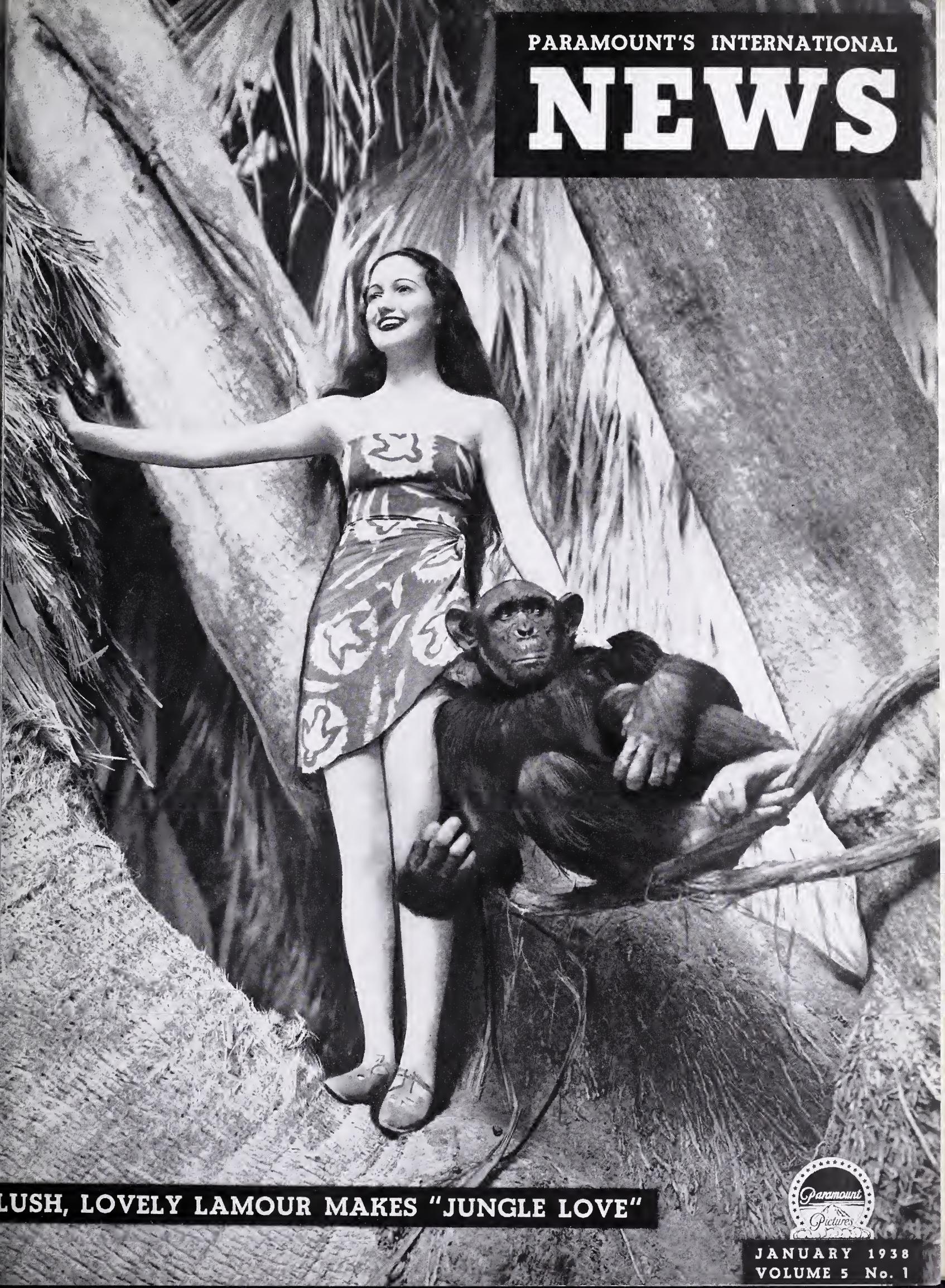
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PARAMOUNT'S INTERNATIONAL
NEWS



LUSH, LOVELY LAMOUR MAKES "JUNGLE LOVE"



JANUARY 1938
VOLUME 5 No. 1

Paramount

INTERNATIONAL NEWS

Editorial Comment of an Eventful Month

P R O M O T I O N. This 1938 is going to be a year unparalleled in Paramount promotions—the promotion of renewed and augmented distribution prestige through the giving to the world of superb film product, in the van of which is *The Buccaneer*. Another prestige promotion will be through the medium, which will accelerate internationally once the DeMille production, and *Bluebeard's Eighth Wife, Her Jungle Love* and several notable creations get into the highways of commerce, of a general knowledge that the Paramount production plant is once again the world's foremost cinemafactory. Along with these mediums will be the promotion of an even keener sense of appreciation of the manner in which the Company's executives have spared neither time, energy nor the commercial wherewithal to give Paramount the outstanding production brains of the world.

M I R A N D A. Through mediums swifter than these columns where the transmission of spot news is concerned you have been apprised of the fact that Marlene Dietrich is on what has been termed, not for want of a better expression, an indefinite vacation from the making of *French Without Tears*. That she is not making this picture can be explained by an obscure reference to the fact that a woman's mind has been known to change, and that as a consequence Paramount is in possession of a property known as *French Without Tears Without Dietrich*. However, what might possibly be one star's poison can easily be regarded as another's meat; and in this instance the niche in international popularity that was Marlene's, might easily be made secure for Paramount by another star from overseas, Isa Miranda. Those who have seen Miss Miranda's films made in a multiplicity of languages, and who have met the charming lady face to face, have not the slightest doubt that in aspiring to this high niche she will bring to the screens of the world talent with vivacity, smiles, animation, charm and a very definite personal appeal.

G A A L. Our admiration for, and esteem of, Miss Miranda has by no means fogged our perceptions. In fact for quite a while after looking at Franciska Gaal's remarkable performance in Cecil B. DeMille's *The Buccaneer* we had difficulty recalling that any other charming actresses existed in the cinema world. For this precious little gift from Hungary has, so far as we are concerned, achieved a modern miracle. In one year in Hollywood she has transformed herself physically, she has done an astounding job of acquiring English (and with an accent and enunciation which will prove to be one of her chief characteristics as she goes to the topmost heights of filmdom), and she has brought to the screen a winsomeness that has been long lacking through a bunch of years of hard-boiled, wisecracking. Incredibly fortunate for Paramount has been the one year that brought to its studios the talented personalities—Isa Miranda and Franciska Gaal.

C O N V E N T I O N. A pride-inspiring addition to the year's list of conventions, in which the events of London, Sydney and Helsingfors have figured so powerfully, has been the Buenos Aires gathering of early December on which there are some notes elsewhere in this issue. These Legionnaires of Argentina, Uruguay and Paraguay looked at a good deal of film relating to forthcoming releases, they listened to the reading of several significant cables from the Northlands, they foregathered in a spirit of one hundred percent receptive interest. But over and above all of these elements there towers the fact that they believed, with all of the power within them to believe, the message of assurance that they heard from Managing Director John B. Nathan. To them 1938 is, without the slightest trace of equivocation, the most promising year of advancement, progress and company promotion within their years of service to Paramount.

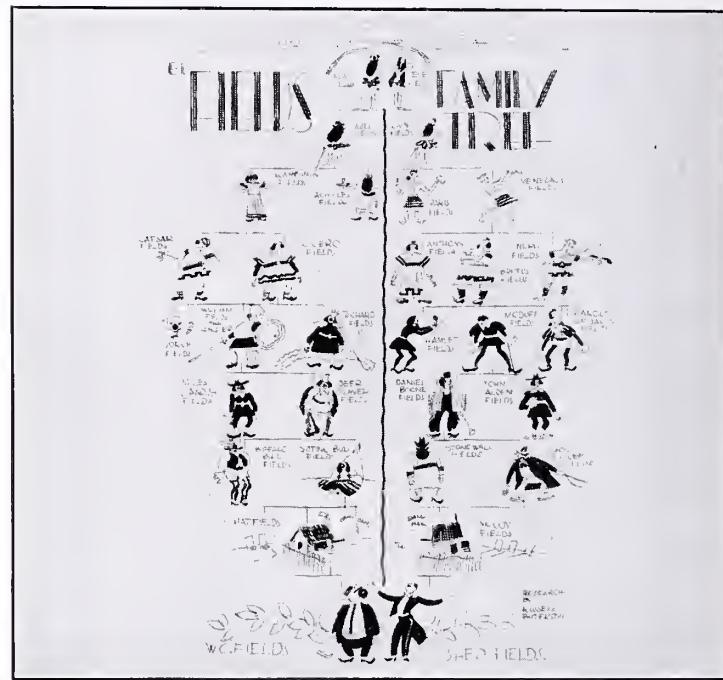
O R I E N T. As you read these lines James E. Perkins is steaming Westward across the Pacific to one of the most difficult assignments ever given a Paramounteer. En route to the general

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Vol. 5

January, 1938

No. 1



FOR DEEP THINKERS we submit this genealogical (or family) tree compiled from the non-existent and otherwise unsubstantiated records of the family lines of W. C. Fields and Shep Fields, both of whom appear to great advantage in a large scale Paramount comedy confection entitled "The Big Broadcast of 1938."

management of Paramount's Orient Division (in which division he has already had many years of honorable service), he will head-quarter in Tokyo to supervise our Company's activities in the most upheaved, most turbulent segment of the entire earth's surface. In the ranks of his legion of aides will be men and women of two nations at present engaged in mortal combat, yet so sure is the touch of Jim Perkins' hand of diplomacy that he will preserve a balance of understanding as near to perfection as one can achieve these days. Over and above the question of manpower there is the equally important question of the best measures to be taken when the unexpected eventuality strikes deeply at Company property, national honor, or the factor of sheer life and death of an individual. To the answers to all of these potential eventualities Jim Perkins must be instantly privy. In his hands, and on the weight of his words, grave crises will depend. His is an assignment whose significance cannot be measured by platitude or tribute. But his shoulders are strong, his judgment is clear and sharp, and chief of all factors is that he has the unqualified endorsement and support of the Company's Chief Executives in New York. He goes forth to battle his problem as the best exponent in years of our contention that Paramount's Foreign Department is one of the best training grounds in the world for commercial roles comparable to the Nation's diplomatic service.

M I S N O M E R S. We solicit your attention to the fact that we are actively, even passionately, campaigning against the wrongful use of a couple of words which are commonplace in film parlance. The words are 'smash,' as applied to a successful season, and 'pretentious,' a commonly used adjective. In the case of the first of these we rise to remark merely that 'smash' is a word which can too easily be turned against its user, to the latter's marked discomfort. So far as 'pretentious' is concerned, we rise again merely to remark that a pretension denotes affectation, display, a bold or presumptuous assertion. In other words, most people consider something pretentious to be something big and imposing, whereas the word actually has a ring of falseness and trickery in it. So look around, there are much better words.

John B. Nathan Thrills Argentine Conclave

INSPIRING beyond all mere words was Argentina's swell convention of December 9 and 10, staged under the chairmanship of Managing Director John B. Nathan. Paramountees of Argentina and Uruguay were present and in addition to hearing grand messages of good cheer they were able to see *Souls at Sea*, *Ebb Tide*, *Amapola del Camino*, as well as selected reels from *The Buccaneer* and *Wells Fargo*. Glowing messages of promise and forecast were cabled by Messrs. Balaban, Hicks, Zukor, Lubitsch, DeMille and Weltner and these created the utmost enthusiasm among the delegates. In addition, the publicity forces under Guillermo Fox managed to crash all of the local newspapers with prominent announcements regarding the epochal event, so that there was an instant reaction from the local exhibitors demanding the new product. If you have ever had exhibitors *demanding* your product you will know how happy Mr. Nathan and his co-workers were.

ATTENDING the Buenos Aires event were Sigfredo Bauer, Manager of Buenos Aires; Raul Viglione, Supervisor of Branches; Guillermo Fox, Publicity Manager; Luis Stagnaro, Accountant; Americo Rosenberger, Head of Booking Department; Angel Vagheggi, Rosario Manager; Ismael Nordenstrom, Bahia Blanca Manager; Joaquin Colomer, Mendoza Manager; Juan Oliver, Montevideo Manager; Enrique Croce, Santa Fé Manager; Roberto Bloise, Córdoba Manager; R. Lehmann, Sr., Film Inspection and Shipping; Felipe Patané, José Diaz Solá, F. Lamas, Bookers; V. Boetto, Head of Accessory Dept.; R. Lehmann, Jr., Publicity Department.

CONVENTION address by John Nathan was a stirring piece of talking, done at great length and all in Spanish. Prominence was given the fact of this being Argentina's first convention in many years, therefore significant of a betterment of times and company prestige. Each picture in the splendidly prepared catalogue of product was detailed, and sold, and since several of the films listed were subsequently screened, the delegates were thoroughly convinced of the validity of the speaker's message. In every sense the convention was a great event and reflected the finest credit on all concerned.

★

PRATCHETT (A.L.) is right on deck again this Yuletide season with an ingenious message of greetings to all the world on behalf of his Revolucionario Division. It consists partly of a Magic Formula for Quotaitis, the details of which cannot be published here since this magazine is not kept quite as confidential as it should be....But this we can tell: after getting across the message of the formula, "High C," who is none other than Pratch himself, delivers a remarkably fine eulogy to "The Fidelity and Never-say-Die Spirit of the Matador Paramountees." Pratch believes—as do we all—that there are no words sufficiently magnificent with which to pay tribute to the Paramountees of Spain for all that they are and all that they have gone through. He ends with this message to the Matador Division: "May the New Year see the cessation of hostilities and bring you joy and peace."

★

QUOTES. Interesting is the comment by John A. Groves, whose Straits-Java Division has held the Contest lead for months and who appears to be virtual winner of the race. Says John: "The promise of outstanding Paramount product backed by what we have been able to deliver during the last two months has made it relatively easy for us to write deals which assure us of increased revenue. Our business during 1938 will more closely resemble that of our best years rather than the immediate past." Fine modest words from a contest leader....Said Continental



The Buenos Aires Conventioners grouped before a very famous emblem on the occasion of their historic gathering. The event is described fully in the accompanying column, where the delegates are also named. Managing Director John B. Nathan is seated in the centre, and on his left is Raul Viglione, district manager; and on his right is Sigfredo Bauer, Manager in Buenos Aires.

Europe's General Manager Fred Lange upon seeing *Ebb Tide*: "I am very optimistic that the picture will do great business over here." The tangible accomplishments should be rolling in very soon....Text of a glowing cable from Buenos Aires following Managing Director John B. Nathan's sparkling convention of early December, reported elsewhere on this page: "After two days of thrilling meetings and screenings at which we saw *Souls At Sea*, *Angel*, *Ebb Tide* and *Amapola del Camino*, plus parts of *The Buccaneer* and *Wells Fargo*, Argentina's most successful convention closes. I say most successful because every last man of us is enthused to N'th degree and absolutely convinced we have for 1938 greatest program any company ever offered in one year. All cables from You (Mr. Hicks) and Messrs. Balaban, Zukor, Weltner tremendously appreciated and in return we pledge you Argentina's 1938 will not only be Paramount's paramount year from product standpoint but from business standpoint as well." John Nathan's conservatism in such promises is widely known and respected. This message therefore has added significance....Carl P. York wrote from Stockholm saying: "Herewith translations of press criticisms covering *Angel* which is now in the second week at Stockholm's China Theatre and doing very well." The gentlemen of the press enthusiastically abetted Mr. York's optimism.

AND then there was a letter from the Orient Division's new General Manager, Jim Perkins, written from San Francisco after a most informative visit to the Studio. Among other things he said: "I saw *The Buccaneer* and fully share the Studio's expectation that this will be DeMille's top picture for a long time....I saw a number of rushes from *Bluebeard's Eighth Wife*, and the picture seems to have a swing to it that was missing in *Angel*. There seems to be a lot of high-class comedy in the picture, which in addition to the great star value, will make this a money-maker for us....*Her Jungle Love* looks like a natural for all classes of theatres everywhere. As a follow up on *Jungle Princess*, it is everything we could hope for....I expressed a very strong hope to Harold Lloyd that there would be plenty of action in his forthcoming picture, and he assured me that it would have much more action than *The Milky Way*."

From the Empire on Which the Sun Never Sets

LONDON. The notes found below, relating to a Paramount Showmen's Contest, and the marriage 'plunge' of Oscar Homolka, have been contributed by this magazine's special correspondent in the British capital.

SHOWMEN. Paramount's great "Showmen's Contest" which has been conducted during the past year, and which offered prizes for the best and most consistent showmanship of Paramount pictures for the releasing year 1936-37 in the United Kingdom, came to an end with the presentation of prizes to the three successful entrants.

It is singularly noteworthy that the three deserving winners all managed A. B. C. houses, and at the Rialto Theatre last week, Mr. Arthur Moss, General Manager of the circuit, presented the prizes at the invitation of Paramount. Members of Paramount's Publicity Department also present included, F. L. C. Thomas, R. W. Wolf and S. McAlister.

The first prize, a silver cigarette box and cheque for £25 went to S. J. Hobbs of the Empire Theatre, Coventry. Fully deserving his success, Mr. Hobbs, during the year in which the contest was conducted, submitted campaigns of an exceedingly high standard and stunts which moreover represented to his employers very little in cost. He gained considerable publicity and prestige for his theatre and for the films concerned. Mr. Hobbs is an old-timer in the business and was, in fact, identified with the world's first feature film, the now famous *Queen Elizabeth* featuring Sarah Bernhardt, which he showed at "The Picturedrome," Reigate.

The second prize, consisting of a handsome inkstand and a cheque for £15, went to J. R. Sait of the Carlton Theatre, Upton Park. Mr. Sait's efforts were particularly noteworthy, for in a densely populated area and in a territory in which he met no little competition, his efforts were outstanding; whilst again he exhibited considerable ingenuity in obtaining good publicity at the lowest possible cost to his theatre.

Mr. Francis Tatton of the Regal Cinema, Bolton, came in third, and was presented with a silver cocktail shaker, accompanied by a £10 cheque.

In presenting the prizes, Mr. Arthur Moss graciously paid tribute to Paramount's gesture in organizing the contest and so encouraging and developing the art of showmanship. It has, in fact, always been Paramount's aim to offer help and generally provide incentive to theatre managers in the conduct of their publicity campaigns, and the company's thanks to Mr. Moss for his generous expressions of appreciation are hereby recorded. Mr. Moss also laid particular stress on Mr. Tatton's achievement, in that he has recorded a remarkably good achievement under difficult working conditions, since, Mr. Moss pointed out, the situation of his theatre was not at all conducive to spectacular publicity work. Also attending the presentation were representatives of all the trade papers. It is only fitting, too, that Paramount should publicly congratulate the three successful entrants and wish them equal success in any future endeavours.

B RIDE GROOM. The private theatres of film corporations are not normally the haunt of engaged couples, but Mr. John Cecil Graham recently took the unusual step of placing the Company's private projection room at the disposal of a happy couple who were to be married the following day. The occasion, however, was an exceptional one. Oscar Homolka, famous actor and star of *Ebb Tide* with his beautiful fiancee the Baroness Von Hatvany, saw the film at Paramount's offices in Wardour Street. Homolka, himself, had only seen rushes of the picture prior to leaving Hollywood, and was anxious to see the big Plaza Theatre, London, success in its completed form. The Baroness, too, was interested as she had never yet seen her fiance on the screen. The formal atmosphere of Paramount's theatre, where, normally, super productions meet the super-critical gaze of super salesmen, became, for once, delightfully informal. The pair were escorted through a platoon of press photographers by Paramount's publicity director, Fred Thomas, Homolka smilingly remarking that he planned to get married without delay, before the lady had time to get disillusioned after seeing him on the screen. Homolka and his bride



Nautical scene here depicted is the flying of the Blue Ribbon pennant from the mainmast of the "Awatea," Australian-New Zealand steamer mentioned prominently in our despatches of last month. Group at the lower left represents those present at the bestowing of the pennant. Left to right they are: Paramount General Sales Manager W. Hurworth, Secretary-Treasurer James A. Sixsmith, Chief Engineer Ward, Paramount Managing Director Harry Hunter, Captain Dazey, First Engineer Lockhart, A. J. Soutar, Sydney Manager of the Union S. S. Line; Chief Officer Ramsay and Paramount Advertising Manager Hermann E. Flynn.

Scene at top left depicts the winners in the London Exploitation Contest mentioned on this page. Left to right they are: F. Tatton, Regal Cinema, Bolton (Third), S. J. Hobbs, Empire, Coventry (First), Paramount Advertising and Publicity Director F. L. C. Thomas; A. S. Moss, J. R. Sait, Carlton, Upton Park (Second).

are returning to Hollywood after their honeymoon in Hawaii, where the actor will probably play in the company's forthcoming version of the P. C. Wren classic, *Beau Geste*, with Gary Cooper.

A USTRALIA. Report has it that Managing Director Harry Hunter and Secretary-Treasurer James A. Sixsmith have turned disciples of the late Isaak Walton. At all events they are reported as having spent a king's ransom (just which king wasn't specified) on a gargantuan array of trout fishing equipment, and so far as we know, the trout are still smiling on their side of the water....Trans-Pacific liners arriving in Sydney are being ransacked from stem to stern and from keel to truck for prints of *Wells Fargo* and *The Buccaneer*, so great is the local excitement on behalf of these films. In the meantime the Trans-Pacific clipper ships are bringing New York within five and a half days of Sydney, so we can reasonably be expecting the Blue Ribbon Division to be looking for their prints the day shooting is completed.

F LASHES. Adherence to the plan of reserving a last minute space for timely flashes brings in a rich harvest this monthOne catch is the following pungent cable from London over the signature of Earl St. John, General Manager of Paramount's British Theatres: "*Wells Fargo* opened Carlton Theatre December Twenty-seventh to record opening day in house's history. Estimated take for week also a house record. Press excellent and audiences highly pleased. At Plaza *True Confession* beat pre-Christmas slump in magnificent fashion, is doing grand second week's business and will definitely stay for third week"....Another thrilling cable originated in Guatemala City over the signature of Manager Saul Jacobs. It told of a Paramount premiere in neighboring San Salvador as follows: "Despite earthquake *Amapola del Camino* triumphantly released Salvador with resulting record business."

Contest Is Over! Results Next Month!

HOW THEY STOOD ON DECEMBER 1st, 1937

By Countries

	This Month	Last Month
1. Straits Settlements	1.	
2. Japan	2.	
3. Italy	5.	
4. Sweden	3.	
5. Great Britain	4.	
6. Philippines	6.	
7. Czecho-Slovakia	10.	
8. Finland	9.	
9. Australia-N. Z.	8.	
10. Roumania	11.	
11. China	7.	
12. Brazil	12.	
13. France	15.	
14. Chile	14.	
15. Peru	16.	
16. Norway	13.	
17. Colombia	19.	
18. Jugo-Slavia	21.	
19. Mexico	17.	
20. Hungary	23.	
21. Argentina	18.	
22. Panama	20.	
23. Poland	25.	
24. India	22.	
25. Holland	27.	
26. Denmark	26.	
27. Puerto Rico	24.	
28. Cuba	28.	
29. Germany	29.	
30. Guatemala	30.	
31. Austria	32.	
32. Trinidad	33.	
33. Uruguay	31.	

By Divisions

	This Month	Last Month
1. Groves	1.	
2. Aboaf	4.	
3. Perkins	2.	
4. Graham	3.	
5. Hunter	5.	
6. York	6.	
7. Day	7.	
8. Klarsfeld	9.	
9. Villar	8.	
10. Olsen	11.	
11. Nathan	10.	
12. Pratchett	13.	
13. Ballance	12.	

—And if there's to be a contest during 1938 (remember that 'if'), just regard for an instant the magnificent ammunition you're going to have: The Buccaneer, Wells Fargo, Her Jungle Love, Ensenada, Spawn of the North, Professor Beware, Hudson Bay—to name but a few of the towering productions that will come forth bearing the Paramount Trade Mark.

CONTEST. Physically, actually—and magnificently—the Contest has concluded. These lines appear in print outside of the confines of 1937, therefore nothing that we can say or do now can in any way affect the Contest conclusions. We can, however, reflect editorially that it has been a magnificent Paramount undertaking, that several thousand Legionnaires in all parts of the world have accomplished what amount virtually to modern miracles, and that whatever such a spirit exists as has characterized this worldwide job of super-salesmanship, then the Paramount ship is very safely afloat. Next month it is going to be our very great pleasure to announce the Contest winners; but in the meantime let us have a look at the Divisions and the Countries and analyze some of the fine spurts in achievement which changed the face of the event during the concluding weeks.

DIVISIONS. Of course the finger of fame is still levelled at Jack Groves, who has held his Straits-Java Division so steadily at the top of the column, and so steadily over quota, for so long. He is still the only one recording an over-quota status, although there were several others in this splendid position early in the race. But another finger of fame, wagging slightly because of excitement, is levelled at the name of Americo Aboaf, who this month is in second spot after a fourth of last month. He has displaced J. E. Perkins from second and John Cecil Graham from third in making this epochal advance. Harry Hunter at fifth, Carl P. York at sixth and John L. Day, Jr. at seventh have not altered. Henri Klarsfeld, in making eighth from ninth has merely changed places with Benito del Villar. Andre Olsen's tenth is a betterment of one spot, he having changed places with John B. Nathan. A. L. Pratchett is twelfth vice thirteenth; Charles Ballance is vice versa.

COUNTRIES. The same finger of fame alluded to in the opening stanza of the foregoing paragraph does further service so far as the leader in this section is concerned. Straits-Java, the



At the end of the First Decade; Seven of the nine Paramounters shown in the above group were of the original staff of the Paramount Theatre, Paris, when that famous cinema opened on November 25th, 1927. The exceptions are Messrs. Andre Ullmann and Rene Lebreton, General Manager of Paramount's French theatres and manager of the Paramount respectively, who had other affiliations at the time. The photograph was made following a luncheon given to celebrate the tenth anniversary of the house. Medals specially engraved for the occasion were given the seven veterans.

only land over quota, is still in the premier spot. Japan maintains a steadfast second, but Italy is third after last month's fifth, Sweden and Great Britain being the place-changers, in that order. Philippines is still sixth, but Czecho-Slovakia has made a swell surge forward to seventh from tenth, Finland and Australia-N. Z. being the place changers. Roumania's tenth is better by one point, but China's eleventh is a recession of four. Brazil's twelfth is a status-quo-er, France's thirteenth a betterment of two, and Chile's fourteenth a stand-patter. Peru makes a forward move of one, to fifteenth, but Norway's sixteenth is back three. Colombia, however, advances two to seventeenth, Jugo-Slavia advances three to eighteenth, but Mexico banana-peels back a couple to nineteenth. Hungary's twentieth is a betterment of a triple, but Argentina loses these same three to slide back to twenty-first. Panama is down a couple at twenty-second, Poland ahead a couple at twenty-third, but India is back a couple at the next place. Holland, however, reverses by being ahead a couple at the quarter-century mark. Denmark is a stand-patter at twenty-sixth, but Puerto Rico slides down a triple at the next mark. Cuba is kept at twenty-eighth, Germany at twenty-ninth and Guatemala at thirtieth. Austria's thirty-first is a betterment of one, Trinidad in the next spot is down one, and Uruguay at thirty-third is down a couple.

CABLES. A honey of a cable was the one from Guatemala's Saul Jacobs, saying "Amapola (del Camino) released Sunday night, breaking all records including Gardel's. Public wildly acclaimed Guizar. Hope break all rental records territory." In the light of the tremendous fame built up by the late Carlos Gardel, this new claim of Saul's is definitely something.... Another sweet-sounding cavalcade of news flashed in with India's highly esteemed Charles Ballance's message: "Souls at Sea released simultaneously Calcutta Lahore Bombay to excellent impression. With imminent release Artists and Models, Angel, Ebb Tide confident that Paramount will resume place among leaders of the industry. Eagerly awaiting prints The Buccaneer and Wells Fargo." That kind of message is also, we hasten to add, definitely 'something.'

The Production Wheels Are Whizzing

RETURNING to active roles in preference to newspaper castings is George Raft, inactive since his memorable work in *Souls at Sea*. He is definitely cast in Fritz Lang's production of *You and Me*, co-starring with Sylvia Sidney. Start is scheduled for early January. It will be followed by *Spawn of the North*, Henry Hathaway's production. . . . A title change for the notebooks is *Bulldog Drummond's Peril* in place of the formerly used *Bulldog Drummond Interferes*. . . . *Give Me a Sailor*, a nautical musical, will enter production March 14 with a cast headed by Bob Hope and Martha Raye. You'll get a grand look at Hope in *The Big Broadcast of 1938*, now ready for previewing. . . . Charlie Ruggles, a Paramount featured player unseen in Paramount Pictures since *Exclusive*, will return to Hollywood from his current New York vacation for a role in *Men With Wings*. . . . *Ensenada*, the script of which already has us turning immodest handsprings, is set for a January 17 beginning, with the following Arthur Hornblow Jr. selections for the cast: Ray Milland, Dorothy Lamour, Tito Guizar, Bob Burns and Martha Raye. (Fred MacMurray and the Yacht Club Boys decided to omit this production from their schedules). . . . Esther Dale, a fine character actress, has been assigned a good role in *Stolen Heaven*, details of which may be found later in this column.

HAROLD is definitely substituting action and gags for dialog in *Professor Beware*, is the word relayed to us by General Manager of the Orient Division, James E. Perkins, who has been doing some thorough production investigating while in Hollywood en route back to Tokyo. By way of comment we will add that we know no more truthful guy than Jim. . . . A couple of excellent property 'buys' from Europe are *Two Bad Hats*, by Monckton Hoffe of England, bought for Carole Lombard's priceless comedy talents; and *Soubrette*, by Jacques Deval, obtained with Franciska Gaal in mind. . . . Londoners who know of the fine comedy talents of the Slate Brothers will be pleased to find them featured in *College Swing*, now before the Hollywood cameras. . . . *Cocoanut Grove*, inspired by the famous entertainment room of the Ambassador Hotel in Los Angeles, is about to swing into production as the newest starring vehicle of Fred MacMurray. The picture actually is designed to be autobiographical so far as Fred is concerned, and supporting the tall star in this modest assignment will be those grand stalwarts, The Yacht Club Boys, Mary Carlisle, Betty Grable, Ben Blue, Rufe Davis, Nell Kelly and the Royal Hawaiian Orchestra. . . . Glenda Farrell has been signed for an important role in *Stolen Heaven*. . . . Paramount's next college epic will be *Give 'Em the Axe*, which will deal exclusively with colleges and college football. . . . One of the earliest productions of Jeff Lazarus following *Men With Wings* will be *Four Leaf Clover*. . . . The oldest set on the Paramount lot, a waterfront set that has been used in various forms since it served as a Venetian canal in Florence Vidor's *Honeymoon Hate* (you were just a kid then), has been torn down to mark a new era. It will be replaced by a Mexican set for *Ensenada*.

PRODUCTION of *Stolen Heaven* (formerly known as *Dream of Love*) has started, with Olympe Bradna getting her first major opportunity in a Paramount picture. Also cast with her are Gene Raymond, Lloyd Nolan and Lewis Stone. Looks like a swell cast to us. . . . Herman Bing, dialectician de-luxe, has replaced Luis Alberni in the cast of Lubitsch's *Bluebeard's Eighth Wife*. Alberni became ill, and production could not be halted. Gary Cooper and Claudette Colbert remain in the film, however. . . . Lionel Stander, who was in Harold Lloyd's last picture for Paramount (Remember?), is in the cast of the spectacled Harold's new one, *Professor Beware*. Also in the line-up are Phyllis Welch, leading woman; Sterling Holloway and Raymond Walburn. . . . *The Deputy Sheriff* is the next of the Hopalong Cassidy films to go into work. Strangely enough, much of the action in the picture will take place underground, in the ruins of an old mine, where Hopalong will have to hop a little slower. . . . A later flash on *Stolen Heaven* has Ferdinand Gottschalk a member of the cast. Looks as though our prayers for better casts are being answered pronto. . . . Warren Hymer has the role of a prizefighter in *Bluebeard's Eighth Wife*. We'll bet that Hymer never dreamed that he'd someday be one of



James E. Perkins sees production in the raw. Three splendid glimpses of the newly appointed General Manager of the Orient Division in Paramount's Hollywood film plant en route back to Tokyo. He is shown here, accompanied by Mrs. Perkins, with the three principals of "Bluebeard's Eighth Wife" — Director Ernst Lubitsch, Claudette Colbert and Gary Cooper; Above at right he is shown lunching with "Buccaneer" Producer Cecil B. deMille; and he is also shown alone with Akim Tamiroff, the "General Who Died at Dawn." Report thus hath it that Jim is now in complete possession of the most comprehensive production line-up story of anyone in the Foreign Legion.

the subtleties of a Lubitsch film. . . . Fred Newmeyer has become a second director on Harold Lloyd's *Professor Beware*, handling some of the units, Elliott Nugent handling the others. . . . *Marching Herds* is about to become another major Paramount epic of the West. James Hogan has already been assigned the directorial responsibility, and Frances Dee and Randolph Scott have the romantic leads. The picture is referred to as an adventure on cattle trails.

FRANCISKA GAAL, after she makes *Honeymoon for Three* with Bing Crosby, will be leading woman for Jack Benny in the velvet-voiced comic's first film since *Artists and Models*. It will bear the title of *Never Say Die*, a well-beloved American comic saga of the woes of an hypochondriac. Arthur Hornblow Jr., will produce both of these films in which Miss Gaal will appear, and it is also on the schedule that Mr. Hornblow will also produce the next *Artists and Models* film, which probably will not have the services of Jack Benny. . . . Gail Patrick has the second female lead in *Dangerous to Know*, the new Anna May Wong film. Akim Tamiroff, Lloyd Nolan, Anthony Quinn and Harvey Stephens are in the film, too. . . . Don Ameche joins Bing Crosby in the new musical film, *Honeymoon for Three*. Wesley Ruggles will direct it when he gets back from his current European vacation. . . . Andrew L. Stone is directing *Stolen Heaven*.

TENTATIVE CAST for *Spawn of the North*, the Henry Hathaway production scheduled to get under way early this year, is now composed of Fred MacMurray, George Raft, Frances Farmer, John Barrymore, Akim Tamiroff and Lynne Overman. So far there has been no mention of the Yacht Club Boys for roles, although the picture does have to do with fishing and trawling. . . . Maintaining the *Bulldog Drummond* tradition, Paramount has purchased seven additional stories woven around this character. . . . Raoul Walsh, who has made *Artists and Models* and *College Swing* for Paramount, has been signed to direct Jack Benny in his next film for this company, *Never Say Die*. Franciska Gaal will have the female lead.

Paragraphic Appraisals of Current Films

"THE BUCCANEER" will be previewed by us after these lines are written but before they achieve publication. Therefore, let it be said here and now that a very select spot is being reserved elsewhere for an appraisal of the film that we know in advance will be something vibrant, punchful and controversial.... Meanwhile, a word about the swell booklet on the film's fine points prepared by Terry De Lapp, Studio publicity head. Copies have gone forward to all offices. Read them and digest the vital facts so that you'll be ready for the emotional thrill of the film itself.... Without further ado we can assure all parts of the organization that prints and advertising supplies on this mightiest of all Cecil B. deMille productions will be rushed. Such a mission is our most pressing assignment of the moment.

"WELLS FARGO" is definitely an attention-commander of the moment, due partly, we suspect, to the fact that it is proving one of the most successful films ever presented at the Paramount Theatre in New York. As these lines are written there are police escorts ten floors below us, partly to keep the milling millions in check, and partly to enable these lines to get to the printer. Meanwhile the critics have been throwing editorial cartwheels up and down the corridors of their respective sanctums, and the net product of their facile pens is speeding to our principal offices throughout the world for purposes of information and emulation At this point we are minded to turn back the hands of time a few days and print here an excerpt from Luigi Luraschi's weekly report to Mr. Hicks written on December 11, and in which he said: "We screened *Wells Fargo* for the foreign press on Thursday night and the film was roundly acclaimed. It was undoubtedly the most enthusiastic reception ever accorded one of our pictures at these screenings. The interest throughout the picture was very well sustained: the correspondents laughed at the right spots and were quiet in the right spots, and when the end-title flashed on the screen they gave it a rousing and hearty applause. We expected a good reaction, but not one as enthusiastic as this."

EXCITING is our pastime (that's more pleasant than calling it work, which it actually is), of looking over each day's batch of production stills from the studio. Added to our further occupation of reading all scripts in advance of production it gives us a pretty good idea of what the ultimate picture will be like. In a way it makes us very prognostication-conscious, and if anything a little bit snobbish about our advance information regarding the outcome of each individual film. It has helped us to know, for instance, that *Bluebeard's Eighth Wife* will be the sauciest Lubitsch film of them all, especially since Colbert and Cooper have perhaps the most acutely trained sense of what Ernst is striving for of them all, and have thus been able to give their finest performances to date. Likewise our researches into the realm of film prognostication have enabled us to know that *The Jungle Princess* was but the flimsiest kind of a trailer for *Her Jungle Love*, and that Dorothy Lamour in technicolor is the sunrise, the sunset, the rainbow and the sultan's harem rolled into one.

BRADNA is getting the 'breaks' according to the best evidence coming forward from Hollywood. Word is filtering through that the girl is giving a glowingly human performance in *Stolen Heaven*, in which she portrays a jewel thief who regenerates herself through her benign influence on a great musician who has lost faith in himself. Later Miss Bradna will have other assignments, all carrying her a long long way from the athletic dancing



Dorothy Lamour, with "*Jungle Princess*" an established success, meditates in her dressing room on the ultimate fate of "*Her Jungle Love*." Well, Dorothy, don't you worry your pretty little head about that! We of the Foreign Legion know the answer already—and it should make mighty fine reading for you.

role with which she first won fame on Broadway, and which catapulted her into the Paramount star roster through the farsightedness of talent scout Oscar Serlin. We are strong and unrelenting boosters of Miss Bradna's stock. We feel sure that Paramount is going to be hugely proud of her some day, and that she will some day earn that accolade of greatness—she will be too valuable to be loaned to another company.

CASTINGS. A new team-mate for George Raft is announced, now that Raft is about to start work after having completed *Souls at Sea*. As soon as he completes *You and Me*, with Sylvia Sidney, *The Lady With the Torch* with Olympe Bradna, and *Gamblers Choice*, he will be paired with Carole Lombard in *Four Leaf Clover*. . . . *Angel in Fur* has been bought as a co-starring vehicle for Gail Patrick and Randolph Scott. . . . *Honeymoon for Three* is the new title of Arthur Hornblow's production formerly known as *Paris Honeymoon*. Bing Crosby is starred with Franciska Gaal featured and Don Ameche will be the heavy. . . . *Tom Sawyer, Detective*, will be made by Paramount as a Harold Hurley production early in the New Year. Tommy Kelly and Jackie Moran, who have the leads in the Technicolored S-I production of "*Tom Sawyer*," will be in the new production. . . . *Federal Pen*, which relates to a government penitentiary, is announced as another in the long line of vehicles for Ray Milland. Akim Tamiroff and Frances Farmer are also scheduled for the picture. . . . Meanwhile Milland is working in *Her Jungle Love* and is scheduled for *Ensenada*, *Men With Wings* and *The Light That Failed*. . . . Harold Lloyd has taken out 'love insurance' against the contingency of Phyllis Welch getting married or becoming engaged during the next six months. Miss Welch is his leading woman in *Professor Beware*. . . . In addition to the productions listed earlier for him, George Raft will also be paired with Georges Rigaud in an epic of Devil's Island entitled *Song of Hell*. . . . Akim Tamiroff will also be in *Song of Hell* if he can finish his other commitments in time. . . . Betty Grable will be in *Give Me A Sailor*.

Exploitation Is Still a Great Dividend Payer

PUNCHFUL. This expresses the tenor of many of the month's finest slabs of exploitation. Characteristic was the staunch display of publicity selling put over by Frank Kennebeck and S. Ganguli, in Bombay and Calcutta respectively, in an effort to make *High, Wide and Handsome* an unqualified hit in India. Imposing advertisements of towering proportions and in several languages, graced the press of both cities, with prominence given the singing fame of the star....Also punchful was the insurance company tie-up effected in New Zealand by Publicity Director Reg Felton for the unforgettable *Make Way for Tomorrow*, a 'natural' for this form of tie-up. Report hath it that the link with the insurance organization gave the picture a longer box-office life....*High, Wide and Handsome* is back in line of vision for another citation, this time from Sweden. Viking Leader Carl York sends us a fine Swedish poster put out by the Veedol Oil Company, in line with a tie-up explained in these pages two months ago. Supplementing this slab of exploitation evidence were samples of excellent heralds containing scenes from the picture and text explaining the link with Veedol. Since all of this material was prepared, produced and distributed by the Veedol Company, it is our contention that the enterprise of the Vikings was most commendable.

SWEDEN'S collection of window tie-ups continues to be one of the grandest continuities of successful exploitation on record. We are not citing here any specific examples, merely generalizing....Of course straight publicity is an equally important bulwark, and in this connection we are reminded of the particularly fine work done by the Argentine Division in connection with *High, Wide and Handsome*. Evidence of this campaign, in bound book form, recently reached us from Managing Director John B. Nathan, and after Home Office examination was despatched to Hollywood for the attention of the film's producer....We liked, also, the trim little booklet issued by the United Kingdom Division in behalf of the Third Quarter's releases. The publication, produced by Advertising Director Fred Thomas, was effective, informative and compact.

SINGAPORE has contributed an exceptionally fine campaign book dealing with the various phases of exploitation expended on behalf of *The Jungle Princess* throughout Malaya. The book goes on to The Motion Picture Herald for the Quigley Award judging and we are very hopeful that it will win a prize....Another campaign in the same category is one on *High, Wide and Handsome* from India. We will let you know in due course how these entries make out....*High, Wide and Handsome* was also the inspiration in Sydney for a number of window tie-ups, an exceptionally appropriate one being with hat and costume shops. Photographic evidence to hand shows some tasteful applications of the film's title....A dominating product announcement was in the South China Morning Post of Hong Kong late in November. It took the form of a half-page line-up of forthcoming Paramount pictures, chief among them being *Souls at Sea*, *High, Wide and Handsome*, *Ebb Tide*, *The Buccaneer*, *Bluebeard's Eighth Wife*, *Angel*, *Artists and Models*, *Her Jungle Love* and *Professor Beware*. All of these productions were scheduled for presentation at the local Queen's and Alhambra Theatres.

ASSISTANCE in the form of exploitation aids for the big Paramount pictures is being speeded to all offices. There are magnificent press books on *True Confession*, *Wells Fargo* and *Every Day's a Holiday* on the way, all three books being crammed with the utmost in campaign ideas, and reflecting the sterling worth of the magnificent planning committees assembled in New York under the chairmanship of Advertising and Publicity Director Robert M. Gillham....Also there's a grand book of advance information available on *The Buccaneer*, this booklet having originated in the studio....Speaking of books (and although this story rightfully belongs on another page) we have to pay tribute here to the very swell product announcement book prepared by Managing Director



Four fine slabs of exploitation from opposite sides of the world. At top left is one of Exploiteer Harold Pike's splendid windows for "Angel" in a Sydney, Australia, beauty preparation store. Beneath it, also in Australia, but this time at Brisbane, is one of General Manager Ted Lane's swell exploitation trucks advertising a Hopalong Cassidy film at the Tivoli, one of his premier theatres. At the right are two glimpses in the season of "Angel" at the China Theatre, Stockholm, Sweden. Top shows the exterior of the theatre, with a gigantic cut-out on the side of the famous house. Beneath it is one of the fine, dignified window tie-ups arranged by Advertising Manager Bengt Janzon.

John B. Nathan for his convention. It has been done in several colors, with blue, gold and red predominating, has particular artistic spreads, and has noteworthy attention directed at the international stars that Paramount is grooming for 1938 dazzlingmen

LONDON used a grand advertising line in connection with *Angel* when they announced to the industry the fact that "There are two big money makers—the Royal Mint and *Angel*."....An speaking of London, we are also reminded of the excellent stunt arranged by E. L. Dimmock, manager of the Paramount Theatre in Tottenham Court Road, who built a special studio in the lobby in connection with *Artists and Models*. Displayed therein were outstanding samples of art work from the art classes of the local schools. This stunt created tremendous local interest among the students and their parents, and additional impetus to the campaign on the picture was given by the staging of a special *Artists and Models* ball held in the Paramount Danse Salon, adjacent to the theatre.

GUATEMALA, as a cable elsewhere indicates, turned handsprings over *Amapola del Camino*. Manager Saul Jacobs has provided details on the campaign which aided this success. Among other things done was the distribution of booklets containing the words of Guizar's songs, a tie-up with the Bayer aspirin people since some of the film's action took place in a drug store; the equipping of a sound truck to display the trailer in distant localities and the providing of buses to bring the patrons in from these spots—all plus an exceptionally fine advertising and publicity campaign, and very stirring front-of-theatre display. All of this contributed to what has been called the greatest individual film triumph in the history of Guatemala....From Venezuela has come word also, that the triumph will be duplicated in that republic. The evidence is pointing most forcefully that Paramount has a very valuable property in Tito Guizar.

Personal Flashes from Hither and Yon

PUBLICATIONS. Towering headliner of this category is La Belle France's superb contribution to house organ immortality, *La Paramount Francaise*. The combined October-November issue, commemorating the Tenth Anniversary of the Paramount Theatre is really something. In addition to retracing the history of this memorable theatre, it reviews the London Convention, surveys the coming product, re-reviews the press reactions to recent releases, glorifies that amazing campaign of exploitation which graced the appearance of "Souls at Sea" at the Paramount Theatre and which boomed the picture to terrific success throughout the land, surveyed the best examples of local exploitation during the past several months, took time off to enhance the already tremendous prestige of "Angel," and in addition paid tribute to the great sales work of a number of French Paramountees. If you don't think all of that constitutes a great house organ, then you've got another guess coming. . . . Plaudits are likewise in order, and directed towards London for continued excellence in connection with *Paramount Service*, and also for a fine little Third Quarter booklet detailing the releases for that period. . . . Noted with the same appreciative eye are two issues of Poland's *Doradca Filmowy*, covering between them the highspots of "The Buccaneer," "Her Jungle Love," "Ebb Tide," "Daughter of Shanghai" and "The Last Train from Madrid." Also noticed is reproduction of the front page of the newspaper *Illustrowany Kuryer Codzienny*, with the entire page devoted to an interview with District Manager Rudolf Jellinek. . . . Jugo-Slavia's *Paramountov glasnik* is losing no opportunity to boost "The Buccaneer," nor the fact that Francisca Gaal is with Fredric March in this Cecil B. deMille epic. Also given extensive space in the newest issue is "Ebb Tide," and there is the customary fine editorial dealing with Paramount's Trade Mark. . . . Another issue of the Viking Division's superb four-languaged publication, *Paramount*, has been gladly received within our editorial sanctum. The Swedish section honors "Souls at Sea," Norway honors this picture also as well as "I Met Him in Paris," Denmark pays tribute to "Souls at Sea" through an interview with Henry Hathaway, and Finland's emphasis is on "Angel." In addition there is an article, in all four languages, giving highlights of Mr. Carl York's impressions of the London convention. . . . Holland's *Paramount Koerier*, issue Number 19, is well up to standard and this time deals largely with the widespread appeal of Dorothy Lamour. . . . The late October issue of Australia-New Zealand's *Paramount Sales Punch* deals pictorially with the award of the Managing Director's Trophy, and the awarding of the Blue Ribbon Speed Pennant to the steamer making the fastest time across the Tasman Sea. Both of these events were treated editorially by us last month.



SPARKLING also have been other house organs and publications received by us. Earlier in these columns we refer to the Scandinavian Division's *Paramount*. The November issue is now to hand and proves to be even more exciting than its predecessor, with a flashing Dietrich cover and an abundance of scintillating letterpress, in the four major Scandinavian languages devoted to a widespread variety of Paramount production and exhibition news. There is also a section devoted to the most outstanding examples of exploitation throughout the territory, which is substantiation of our contention that exploitation is growing to magnificent proportions in Carl P. York's splendidly directed territories. . . . Southern Brazil's *A Voz do Sul*'s second issue is to hand and has more fine features to it than we could possibly list here. We do however acclaim loudly and at length the power of this publication, the voice of Division Manager Pedro Germano's territory, to secure so many contributions under the names of its readers. In the truest possible sense this is a real house organ. We like also this month's editorial, a sweeping tribute to the leadership of General Manager John L. Day Jr., in which the identity of the person being complimented is withheld until the very last sentence. . . . Of course check by jowl with the foregoing publication there comes to hand Brazil's *Paramount em Accao*, this time larger and livelier than ever. The editorial of the month pictures Paramount as a mighty oak tree grown from the acorn of the



A Caribbean Challenge produced the above cartoon. In turn, both stemmed from the following communication addressed by Panama Manager Ted Pierpoint to Cuba Manager Jasper D. Rapoport under date of December 8: "It is interesting to note the optimism of the Cuban leader as evidenced by the wager he desires to place to the effect that Cuba will show its heels to Panama in the first six months of the 1938 International Quota Contest. One Samuel E. Pierpoint, with alacrity, accepts the wager offered by the eminent Jasper D. Rapoport, the stake to be 20 Iron Men. When the thrilling moment arrives we all know that no man will reproach the Cubans in their honorable defeat. Apart from all the glory, the Pierpoint baby needs a new pair of shoes." (Translator's note: the phrase '20 Iron Men' may be translated as '20 Smackers,' '20 Bucks,' or, if you must descend to slang, '20 Dollars.'

Paramount Trade Mark. The sub-editorial, in pictured form, is a map of Brazil in which the entire territory is linked magnificently by *Paramount em Accao*, and superimposed over all is the slogan "Um Por Todos. Todos Pela Paramount," which even our slender knowledge of Portuguese tells us is "One For All. All for Paramount." There is also in this issue a Popeye Cartoon in which the Spinacher is holding a copy of *Cincarte*, famous Brazilian film magazine. The accompanying letterpress gives the contents of the magazine, and at a glance it is seen that the entire issue is preponderantly Paramount. . . . Australia-New Zealand's *Paramount Punch*, mid-November issue, is to hand with a thundering statement to the effect that at the time of publication the International Contest had but seven weeks to go, and that the Blue Ribbon Division was far from satisfied about its position. Other editorial prominence was given to the towering potentialities of *Angel* and *Souls at Sea*. The publication, of course, was well up to standard. . . . The same can be said of the December issue of *Paramount Service of India*, which leads off with a fine sentimental message to the exhibitors of that part of the world on the occasion of Christmas. Another special feature of the issue was General Manager Charles Ballance's personal message to the Indian industry following his extensive tour of Europe. Several pages of the issue were devoted to *Souls at Sea* and *Angel*, both of which are expected to be wonderful winners in India.



PERSONALITIES. James E. Perkins, concerning whom there are news flashes elsewhere in this issue, sailed with Mrs. Perkins for Tokyo aboard the President Jefferson on New Year's Day. . . . John B. and Mrs. Nathan are receiving congratulations in Buenos Aires on the occasion of the advent of John E. Nathan, born December 11. It is noteworthy that this happy event came as the climax to the Argentine Convention detailed on Page 3. . . . R. M. "Dick" Blumenthal, ex-Legionnaire and now able assistant to Producer Arthur Hornblow Jr., returned from Paris to the Paramount Studio in Hollywood December 14.

SI INIZIA L'ANNO NUOVO — E noi cominciamo con una magnifica promessa — Molti territori sono ansiosi di vedere "Wells Fargo" la massima tra tutte le produzioni di Frank Lloyd. Subito dopo di essa e' la piu' grandiosa film epica di Cecil B. De Mille "The Buccaneer" (Il filibustiere)....Poi, in rapida successione, avremo la nuova operetta di Gladys Swarthout "Romanzo al buio"; Claudette Colbert e Gary Cooper nella produzione di Lubitsch "L'ottava moglie di Barbablù" e Dorothy Lamour e Ray Milland ne "Il suo amore della Giungla"....Questa sfilata di produzioni puo' prolungarsi assai, ma bastera' a voi tutti sapere che quest'anno 1938 sara' splendido come una gemma....Non di meno dal punto di vista internazionale sara' assai importante per voi de conoscere che Marlene Dietrich, Harold Lloyd, Isa Miranda, Claudette Colbert, Dorothy Lamour, Ernest Lubitsch e Cecil B. De Mille sono tutti ora personalmente al lavoro in varie films della Paramount....James E. Perkins, recentemente nominato capo della Divisione d'Oriente, ha terminato le sue vacanze Americane ed e' gia' in viaggio per Tokio....Roberto Graham, rappresentante speciale da New York, e' stato destinato all'Ufficio della Paramount in Launceston, Tasmania (Australia)....Frank V. Kennebeck, Direttore in Bombaim, India, sara' presto in rotta alla volta degli Stati Uniti per godere il suo primo congedo da che partì per l'India due anni or sono. In questo periodo si e' creata un'invidiabile carriera per se' stesso e largamente ha acquistato diritto ad una vacanza....Un piu' ingegnoso sistema di sfruttamento delle films sembra rivivere in tutta la nostra organizzazione. Molti esempi di intelligente lavoro a vantaggio delle films della Paramount son riprodotti in questo numero. E questo splendido complesso organico della Compagnia stimola sempre piu' l'attività dei Direttori dell'Ufficio Centrale. Non c'e' dubbio che queste pubblicazioni contribuiscono ad elevare il morale dell'organizzazioneSaul Jacobs, Direttore nel Guatemala e S. E. Pierpoint, Direttore nella Zona del Canale, ci hanno informati, col piu' alto entusiasmo, del successo della film "Amapola del Camino" distribuita dalla Tito Guizar Paramount. Sembra che questa film abbia superato di gran lunga i migliori affari mai realizzati da altre produzioni nei territori summenzionati....In altra parte di questo numero e' comprovato il successo del Convegno di Buenos-Ayres organizzato dal Direttore John B. Nathan. Il suo telegramma al signor Hicks fu' cio' che in America si suol chiamare miele — La divisione Gauchista sara' certo per le altre Divisioni una ben dura rivale nel prossimo anno.

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WIR BEGINNEN EIN NEUES JAHR! Ein Jahr, des einen herrlichen Ausblick in die Zukunft gewährt....Viele Filialen sind im Begriff Frank Lloyd's Meisterwerk "Wells Fargo" zu sehen. Auf die Fersen dieses prachtvollen Filmes folgt "Buccaneer," der Film, welcher ohne Zweifel Cecil de Mille's Spaltenleistung ist....Dann kommen in schneller Reihenfolge Gladys Swarthout's neue Operette "Romance in the Dark," sowie Claudette Colbert und

Gary Cooper im Lubitschfilm "Bluebeard's Eighth Wife" und Dorothy Lamour und Ray Milland in "Her Jungle Love"....Wir könnten diese Filmparade bis ins Endlose fortsetzen, aber es genügt Ihnen sicherlich, wenn Sie erfahren, dass 1938 ein ganz ideales Jahr wird....Wichtig für Sie und die gesamte Auslandsabteilung ist die Tatsache, dass Marlene Dietrich, Harold Lloyd, Isa Miranda, Claudette Colbert, Gary Cooper, Dorothy Lamour, Ernst Lubitsch und Cecil de Mille auch weiterhin positive Arbeit für Paramount leisten....James E. Perkins, welcher unlängst zum Generaldirektor der Orient-Abteilung ernannt worden ist, hat seinen Amerika-Urlaub beendet und befindet sich auf dem Wege nach Tokio....Robert Graham, ein Sondervertreter der New Yorker Zentrale, ist nach Launceston, Tasmania (Australia) versetzt worden....Frank V. Kennebeck, Direktor für Bombaim (Indien), kehrt zum ersten Mal seit zwei Jahren nach Amerika zurück. Er hat in dieser kurzen Zeit bewunderungswürdig Karriere gemacht und sich seine Ferien redlich verdient....Die geschickte Propaganda-Ausbeutung innerhalb der einzelnen Abteilungen macht immer weitere Fortschritte. Wir geben mit dieser Ausgabe einige Proben, die ganz besonders lobenswert sind....Auch die Aufmachung der verschiedenen Hausorgane löst unter den Leitern der New Yorker Zentrale viel Bewunderung aus. Letzten Endes sind diese Schriften der beste Beweis für die grossartigen Talente, die unter dem Paramount Auslandsbanner versammelt sind und die keine zweite Filmgesellschaft aufzuweisen hat....Saul Jacobs, Direktor für Guatemala, und S. E. Pierpoint, Direktor für die Panama Canal Zone, berichten mit Riesenbegeisterung über Tito Guizar's Film im Paramount verleiht "Amapola del Camino." Es scheint, als ob noch keinem bisher in den betreffenden Ländern gezeigten Film ein derartig grosser Erfolg beschieden war....Beweise für den Erfolg der von Herrn Direktor John B. Nathan in Buenos Aires einberufenen Konferenz sind in einem anderen Teil dieser Ausgabe zu finden. Seine an Herrn Hicks gerichtete Depesche ist auf gut Amerikanisch "a honey." Es besteht kein Zweifel darüber, dass die übrigen Länder im nächsten Jahr in der Gauchista-Abteilung einen nicht zu unterschätzenden Gegner finden werden.

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INICIA-SE UM ANNO NOVO! E esta nova quadra começa magnificamente promissora. Muitos paizes estão ansiosos por ver "Wells Fargo" (tentativamente chamada "Precursors do Progresso"), que é indiscutivelmente a maior produção de Frank Lloyd....E logo a seguir-lhe a luminosa ecclösão — "Lafite, o Corsario," a formidavel produçao épica de Cecil B. de Mille....E ainda, sem deixar que se aplaque a estupefaçao, veremos successivamente "Romance in the Dark" (Amor no Escuro, traducção literal) opereta de Gladys Swarthout; Claudette Colbert e Gary Cooper na produçao de Lubitsch "A Oitava Esposa do Barba-azul"; Dorothy Lamour e Ray Milland em "Idyllo na Selva" (título definitivo)....Muitos e muitos são os

filmes de nomeada que poderiam ser incluidos nesta lista de entradas de Anno, pois o nosso programma apenas começa....No entanto, motivo será de alegria, no campo internacional, o saberem que Marlene Dietrich, Harold Lloyd, Isa Miranda, Claudette Colbert, Gary Cooper, Dorothy Lamour e Cecil B. de Mille estão de facto empenhados, neste momento, na produçao de grandes filmes do novo programma da Paramount....James E. Perkins, recentemente nomeado gerente geral da Divisão do Oriente, completou suas férias em Nova York e já se acha em vias de regresso para o seu posto em Tokyo....Robert Graham, representante especial em Nova York, foi destacado para a agencia da Paramount em Launceston, Tasmania (Australia)....Frank V. Kennebeck, gerente em Bombaim (India), partirá breve para os Estados Unidos em gozo de suas primeiras férias em dois annos. Neste espaço de tempo elle muito trabalhou em prol da nossa marca e tem mais do que direito a este periodo de folga....Os recursos de boa propaganda estão sendo applicados em varias dependencias da Paramount no estrangeiro, e disso damos nesta edição uma prova ao reproduzirmos alguns aspectos graficos desse trabalho tão louvável. Outrossim, os pequenos orgãos de "publicidade interna," editados pelos paramountes de toda a parte, são tidos aqui na nossa Matriz como exemplo de bom serviço. Não ha duvida que taes publicações — e no Brasil temos a "Paramount em Ação" e a "Voz do Sul" — contribuem grandemente para manter o entusiasmo e a boa harmonia nos seus respectivos territorios....Saul Jacobs e S. E. Pierpoint, gerentes respectivamente de Guatemala e Canal Zona, participam-nos com entusiasmo o grande exito obtido pelo filme mexicano de Tito Guizar, "Amapola del Camino." Esse filme, aliás lindamente produzido, está fazendo ali um grande exito....Em outra parte tratamos de grande exito obtido por Mr. John B. Nathan, director-gerente na Argentina, com o congresso paramountista de Buenos Aires. O telegramma de Mr. Nathan a Mr. Hicks foi o que na gíria americana se diz um "honey." Já se vê, a Divisão Gaucha vae ser uma competidora de alta pujança nas lições paramountistas do anno que agora se inicia.

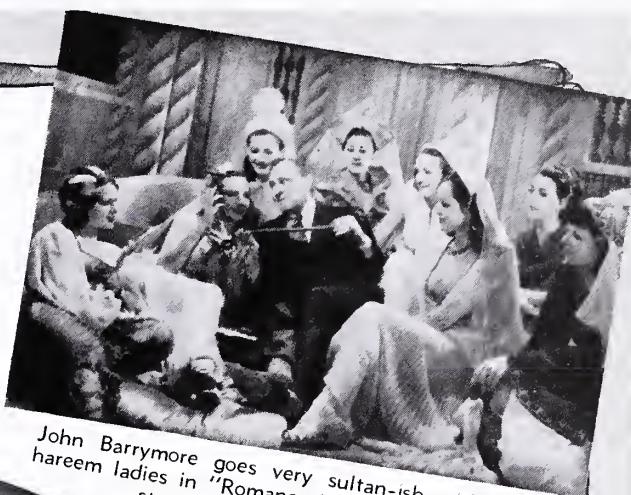
★

NOUS VOICI AU DEBUT D'UNE NOUVELLE ANNEE! Et cette nouvelle année est pleine de promesses magnifiques. De nombreux territoires auront bientôt leur premier coup d'oeil de "Wells Fargo," la plus grande de toutes les productions Frank Lloyd....Et suivant de près celle-ci viendra "The Buccaneer," incontestablement la plus grande épique de l'oeuvre de Cecil B. de Mille....Puis en succession rapide suivront: La nouvelle opérette de Gladys Swarthout, "Romance in the Dark"; Claudette Colbert et Gary Cooper dans la production Lubitsch "Bluebeard's Eighth Wife" et Dorothy Lamour et Ray Milland dans "Her Jungle Love"....Nous pourrions continuer longtemps à faire défiler ainsi les nouvelles productions, mais il vous suffit à vous tous de savoir que cette année 1938 sera pour nous un véritable joyau....

(Continued on Page 12)



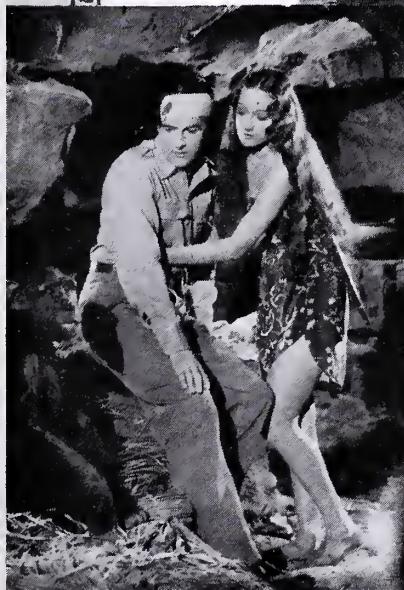
Adolph Zukor visits the "Dangerous to Know" set to chat with players Akim Tamiroff, Anna May Wong and Gail Patrick. Director Robert Florey backgrounds.



John Barrymore goes very sultan-ish with the hareem ladies in "Romance in the Dark," which stars Gladys Swarthout and John Boles.



Gary Cooper and bathing-suited Claudette Colbert in one of 124,367 fetching scenes of Ernst Lubitsch's production, "Bluebeard's Eighth Wife."



Ray Milland and Dorothy Lamour in one of the enticing scenes of that most alluring technicolor production, "Her Jungle Love."



Bing Crosby, as a New York cop, looks studiously to his knitting in "Dr. Rhythm," while comedienne Laura Hope Crews (left) and Beatrice Lillie look on with skepticism.



Shirley Ross not only sings but dances also in "The Big Broadcast of 1938," the star-studded cast of which includes Tito Guizar.

(Continued from Page 10)

Néanmoins il est d'importance vitale au point de vue international que vous sachiez que Marlene Dietrich, Harold Lloyd, Isa Miranda, Claudette Colbert, Gary Cooper, Dorothy Lamour, Ernst Lubitsch et Cecil B. deMille sont tous actuellement engagés dans la production des films Paramount . . . James E. Perkins, directeur-gérant général pour la division de l'Orient, est arrivé à la fin de son congé américain et est déjà en route pour Tokyo. . . . Robert Graham, représentant spécial de New York, est maintenant attaché au bureau de Paramount à Launceston, Tasmanie (Australie). . . . Frank V. Kennebeck, directeur à Bombay Inde, se mettra bientôt en route pour les Etats-Unis pour son premier congé depuis son départ pour l'Inde il y a deux ans. En cet espace de temps il s'est créé une enviable carrière pour lui-même et il a grandement mérité ses vacances. . . . L'Exploitation au sein de notre compagnie semble devenir de plus en plus originale. Plusieurs exemples ingénieux sont donnés dans ce numéro. En outre, le splendide calibre des publications privées de notre compagnie continue à enchanter nos directeurs au Bureau Principal. Il n'y a pas de doute, ces publications contribuent merveilleusement à soutenir le moral des Paramountais: . . . Saul Jacobs, gérant pour le Guatemala; et S. E. Pierpoint, gérant pour la Zone du canal, ont envoyé des rapports hyper-enthousiastes sur le succès de la présentation Paramount de Tito Guizar, "Amapola del Camino." Il semble que ce film surpassé en recettes tout ce qui a été montré précédemment dans ces territoires. . . . On trouvera autre part dans ce numéro des rapports sur le succès que le directeur-gérant John B. Nathan s'est assuré par sa convention de Buenos-Aires. Son cablegramme à M. Hicks a "remporté le pompon." La Division des Gauchos va donner du fil à retordre aux autres divisions pendant l'année nouvelle.

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¡COMIENZA EL AÑO! Y comienza lleno de espléndida esperanza. Muchos países se hallan en vísperas de ver en la pantalla "Una nación en marcha ("Wells Fargo"), la máxima producción de Frank Lloyd. . . . Y a este estreno seguirá de cerca el de la película que es, sin duda alguna, la epopeya más sobresaliente de Cecil B. de Mille: "Bucanero" ("Buccaneer"). . . . Vendrán luego, en rápida sucesión, "Idilio en la noche ("Romance in the Dark"), nueva opereta de Gladys Swarthout; "La Octava Mujer de Barba Azul" ("Bluebeard's Eighth Wife"), producción de Lubitsch, con Claudette Colbert y Gary Cooper; "Su idilio en la selva" ("Her Jungle Love"), con Dorothy Lamour y Ray Milland. . . . La enumeración podría continuar indefinidamente, pero bástales a todos con saber que este año de 1938 se nos presenta como el año de los llenos completos. . . . Desde el punto de vista internacional, es información de vital importancia la que damos al decir que Marlene Dietrich, Harold Lloyd, Isa Miranda, Claudette Colbert, Gary Cooper, Dorothy Lamour, Ernst Lubitsch y Cecil B. de Mille se hallan en la actualidad empeñados en la preparación de sendas películas de la Paramount. . . . Don James E. Perkins, recién

nombrado gerente general de la División de Oriente, el cual se hallaba en los Estados Unidos en uso de licencia, viaja actualmente hacia Tokio. . . . Don Robert Graham, representante especial de la Oficina de Nueva York, prestará sus servicios en la oficina de la Paramount en Launceston, Tasmania, Australia. . . . Don Frank V. Kennebeck, gerente en Bombay, India, saldrá en breve para los Estados Unidos, en uso de la primera licencia de que disfrutará desde que marchó a la India, hace dos años. Durante este lapso el señor Kennebeck se ha distinguido en forma que le hace muy acreedor al descanso de que disfrutará ahora. . . . La ingeniosidad en el reclamo parece ir en aumento en el mundo de la Paramount. Varias con las muestras que presentamos de ello en este número. Han de mencionarse también, y con particular encomio, las revistas editadas por diversas dependencias de la Paramount: publicaciones son todas ellas que despiertan justificado entusiasmo en los jefes de la Oficina Central de Nueva York, y que contribuyen en grado eminentemente a mantener vivo y pronto a la acción el espíritu paramountista. . . . Don Saúl Jacobs, gerente en Guatemala, y don S. E. Pierpoint, que desempeña igual cargo en la Zona del Canal de Panamá, nos ponderan hasta lo indecible el éxito de "Amapola del Camino," película de Tito Guizar distribuida por la Paramount. Parece que ninguna otra película había alcanzado allí triunfo tan completo como ésta. . . . Damos en otro lugar informaciones que acreditan el lucimiento con que se llevó a cabo la reunión del congreso paramountista de Buenos Aires. Don John B. Nathan, director gerente a cuya iniciativa se debió la reunión, dirigió al señor Hicks un cablegramma que es lo que puede llamarse miel sobre hojuelas. Formidable competidora va a resultarles este año la división de los Gauchos a todas las demás.

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VIBÖRJA DET NYA ARET! Och året börjar med storartade löften. På många platser väntas det med spänning att få se den första förevisningen av "Wells Fargo," Frank Lloyds storfilm. . . . I hälarna på dena kommer vad tvivelsutan är Cecil B. de Milles praktverk, "The Buccaneer." . . . Och dessa filmer åtföljs i snabb ordning med Gladys Swarthouts nya operett, "Romance in the Dark"; Claudette Colbert och Gary Cooper i Lubitschfilmen "Bluebeard's Eighth Wife" och Dorothy Lamour och Ray Milland i "Her Jungle Love." . . . Denna parad av filmer skulle kunna fortsätta i det oändliga, men det är tillräckligt att ni alla veta att detta år, 1938, kommer att bli en pärla. . . . Dock är det ytterst viktigt för eder alla utomlands att verkligen vara överbevisade om, att Marlene Dietrich, Harold Lloyd, Isa Miranda, Claudette Colbert, Gary Cooper, Dorothy Lamour, Ernst Lubitsch och Cecil B. deMille äro alla engagerade hos Paramount. . . . James E. Perkins, vår allra nyaste chef för den orientaliska divisionen, har just avslutat sin amerikanska visit och är på väg till Tokio. . . . Robert Graham, särskilt utnämnd New Yorks-representant, är nu på Paramounts avdelningskontor i Launceston, Tasmania (Australien). . . . Frank V. Kennebeck, chefen i Bombay, Indien, kommer i dagarna hit till

Förenade Staterna för den första semester han åtnjutit under de två år han varit i Indien. Under denna tid har han gått framåt med jättesteg och förtjänar verkligen en semester. . . . Kraftig ammonsering tycks verkligen vara i uppgående inom vårt bolag. Många bevis på uppfinningsrikt arbete för Paramounts filmer äro tryckta på andra sidor i detta nummer. De utomordentliga häften, som utgivas av våra teatrar, äro mycket beundrade i huvudkontoret. Tvivel-sutan göra dessa små tidningar sitt till att uppmuntra alla inom vårt stora bolag. . . . Saul Jacobs, vår Guatemalacheft; och S. E. Pierpoint, chefen för Kanalzonen, ha båda meddelat oss med stormande förtjustning om den framgång, som Tito Guizars Paramountfilm, "Amapola del Camino," har haft. Denna film har tydlig gjort bättre affärer i dessa trakter, än någon annan film hittills. . . . Bevis på hur storartat det årsmöte var, som höllo hos direktör John B. Nathan i Buenos Aires, återfinnas på andra sidor i detta häfte. Hans telegram till Mr. Hicks var, vad vi i Amerika kalla "honung." Gauchodivisionen kommer onekligen att bli en svår medtävlare det kommande året.

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BIJ HET BEGIN VAN EEN NIEUW JAAR, vinden wij veel groote verwachtingen in onze kousen. Vele districten zullen binnenkort "Wells Fargo" zien, de grootste van alle Frank Lloyd producties. . . . en pal daarna komt de monumentale zee-film van Cecil B. deMille: "The Buccaneer." . . . vervolgens, elkaar snel volgend: "Romance in the Dark" met Gladys Swarthout in de hoofdrol. . . . Claudette Colbert en Gary Cooper in de Lubitsch productie: "Bluebeard's Eighth Wife" en dan. . . . Dorothy Lamour en Ray Milland in "Her Jungle Love." Zoo zouden we door kunnen gaan, maar het is voldoende U te zeggen dat ons 1938 product alles in het verleden overvleugelt. . . . voor de buitenlandsche afdeeling, is het evenwel van speciaal belang te weten, dat Marlene Dietrich, Harold Lloyd, Isa Miranda, Claudette Colbert, Gary Cooper, Dorothy Lamour, Ernst Lubitsch en Cecil B. deMille aan het werk zijn aan Paramount Films. . . . James E. Perkins, de nieuwe algemeene directeur der Oriënt Divisie, heeft na zijn Amerikaanschen verloftijd, de terugreis naar Tokio aanvaard. . . . Robert Graham, speciale vertegenwoordiger van New York, is thans verbonden aan het Paramount kantoor, te Launceston, Tasmania (Australië). . . . Frank V. Kennebeck, manager in Bombay, Indië, zal zich spoedig op de terugreis naar de Ver. Staten begeven; dit is zijn eerste verlof in 2 jaar en niemand zal ontkennen, dat hij deze vacante ruim heeft verdien. . . . De diverse reclame afdeelingen van onze buitenlandsche kantoren schijnen weer druk in de weer. In dit nummer ziet U reproducties van vele vernuftige ideeën. Dit werk kan niet anders dan leiden tot verhooging van den algemeenen geest onder onze Paramounters. . . . Saul Jacobs, manager in Guatemala; en S. E. Pierpoint, manager in de Kanaal Zone, zijn opgetogen over de Tito Guizar film "Amapola del Camino," uitgebracht door Paramount.

PARAMOUNT ON PARADE

AROUND THE WORLD



Announcing an Exciting Event

We are announcing herewith the commencement of what we confidently expect to be the finest manifestation of Paramount paramountcy in the entire history of our organization. In the past there have been domestic drives which in themselves have had no direct bearing on the International Legion; and there have been Foreign Drives apart from all domestic activities. But now for the first time, concurrently, side-by-side and together, we are shoulder to shoulder with the rest of the organization in a sales show that we expect to be precedent-setting. It is to be a concentrated effort, packing into the very brief space of three months achievements that we usually compress into an entire year and occasionally into six months.

For aides in this contest you will have perhaps the finest array of product ever compressed into such a brief releasing spell. This is tabulated and illustrated elsewhere in this issue, and we are sanguine of your approval of our claim that here is product indeed! Any one quarter of a year that can give the world "Her Jungle Love," "Bluebeard's Eighth Wife," "Professor Beware," "Tropic Holiday," "Romance in the Dark" and "The Big Broadcast of 1938" is a quarter in which one can be sanguine of the world's approval, and is certainly the ideal quarter to witness the spectacle of PARAMOUNT ON PARADE AROUND THE WORLD.

But not alone will the assistance come from product. There will be the finest and most constructive barrage of publicity in Paramount's whole history. The internationality of Paramount will be displayed as never before within the memory of living man. The world importance of motion pictures as an influence for good as well as an influence for entertainment will be one of the keynotes in this barrage.

Also there will be divisional captains in the persons of top-flight

Paramount stars. They will have inspiring messages for the Paramountees of their respective divisions, and there is a hint (which is expected to become a fact) that they will have valuable prizes for the outstanding Paramountees within their divisions.

In addition, there will be other prizes, of major proportions, available for the Paramounters in each and every one of our customary divisions. These prizes and the mode of their distribution have been plotted, and details have been issued officially by Mr. Hicks, and are to be found elsewhere in this issue of PARAMOUNT ON PARADE AROUND THE WORLD.

Moreover there will be special prizes awarded for exhibitors, these culminating in one major exhibitor prize for the entire world. This prize, which also is detailed elsewhere in this issue, and should be the outstanding showmanship prize ever known in film history.

And, for one more thrust at the headlines of inspiration, there will be the simultaneous world release of a Paramount production, selection of which is momentarily expected. This release will take place in all of the principal cities of the world on a date to be selected, and when it occurs it will definitely be an event of exciting international significance.

It must be evident to you by now that this is no standard contest or drive that is being planned in day-and-night sessions. This is more truly than we have ever before been able to demonstrate, an expression of the international significance of Paramount as a name, an organization, and a supplier of entertainment to meet the world's cinematic tastes.

Read on now for the essential details, as well as other news of current importance.



PRIZES

This Contest is planned to be Swift, Sure and Successful. The Prizes available to the fortunates contributing most emphatically to this state of affairs are in like vein. Moreover, they require from us no plugging beyond a mere statement of their details, which are:

To the Division Leader whose Division finishes in
FIRST PLACE

Five Hundred Dollars (\$500)

Second Place Division Leader

Three Hundred Fifty Dollars (\$350)

Third Place Division Leader

Two Hundred Dollars (\$200)

ENTIRE STAFF of Winning Branch in the Winning Division—

3 WEEKS' SALARY ADDITIONAL

ENTIRE STAFF of Winning Branch in the Division finishing Second—

2 WEEKS' SALARY ADDITIONAL

ENTIRE STAFF of Winning Branch in the Division finishing Third—

1 WEEK'S SALARY ADDITIONAL

In substance this is very similar to the prize arrangement in the 1937 Contest. The awards are well scattered and there exists the possibility of any Paramountee anywhere in the field participating. All that he, or she, has to do is to start the ball rolling most furiously at the earliest possible moment.

Editorially Speaking—

Here's a Contest submitted to you without any qualifying adjectives. It's not the 'greatest', the 'mightiest' or anything of that kind: it's simply something that we as an organization are submitting to the world as evidence of what we are and what we stand for in the realm of entertainment providing. What's more, it is not a protracted affair, not something stretched over an entire year. Three months—a quarter of a year—is all that we need, and need only that much because the world is a pretty big place and even in this day and age of great scientific progress it still needs quite a while to get the right kind of word around it effectively. So let that fact be your keynote and get in with your telling and announcing and selling right from the outset. The world is being sold on entertainment and we, Paramountees everywhere, are doing the selling. This amplified publication now spread before you is that way simply because it recognizes a major event, has a lot of information to impart to you, and has blown itself to major proportions in order to carry all possible good wishes to you for success in making the world-wide announcement of Paramount paramountcy a very real success.

MANPOWER. Paramount as an international organization grew to that stature on the foundation of manpower. Two decades ago, when we first reached out, our eager fingers invited into our ranks men ready to dedicate their lives to the growth and promotion of Paramount; secure in such dedication of their efforts, that they would grow with the Company. Today we are reaping the fruit of such dedication. We have a powerful, full-fronted organization of men ready to put on the greatest international drive of them all. And so profoundly sincere was their dedication, and so unselfish their efforts over those two decades, that they carried over that hiatus of Paramount stress during which practically no new manpower was added to the Company; and if anything, the ranks were thinned by the Great Reaper. Out of it all has come this 1938 test—an International Contest to eclipse every other sales and distribution expression within the history of Paramount.

The Grand Old Guard of Paramount, fighting side by side with every Paramountee in every part of the Globe, faces the opportunity of a lifetime—the supreme vindication of the vital value of manpower.

PATIENCE. On the morning of January 19th, with the New York City temperature having around the mark of 5 degrees below zero, this column was witness to a remarkable example of patience (which may or may not have been engineered for purposes of securing an advertising picture). Involved were two or three hundred persons forming a queue outside the Paramount Theatre, awaiting an opportunity to see "Wells Fargo" and the famous Fred Waring Orchestra. It was then somewhat after 9:30 and the line had obviously been there for more than half an hour. What made the incident a remarkable display of patience

was the fact that the theatre was not scheduled to open for another hour, by which time many red noses would have become blue. But apparently blue noses, or red, is not too high a price to pay to see a first rate Paramount picture.

SWARTHOUT. With every reservation possible under the circumstances we are taking courage in hand and are informing you that the statement ballyhooed elsewhere in this issue, to the effect that "Romance in the Dark" is one of the most enjoyable Paramount musicals in many, many months, is sheer, unadulterated truth. We are pleased and happy to report that, at long last, a corking good Swarthout picture has come forth from Hollywood. Chief among the ingredients contributing to this success are: Miss

Swarthout's really beautiful voice is at last done right by the microphones; Miss Swarthout herself gives an ingratiating performance; John Boles is both pompous and at ease, according to the dictates of his role; John Barrymore is nothing short of superb in his masterful rendering of an archish impressario; and there are miniature masterpieces of characterization by Fritz Feld and Curt Bois. Additionally, there are eight melodious songs in the film, ranging all the way from Classical to Popular—with one number, "Tonight We Love," definitely earmarked and heartmarked for international popularity.

QUIGLEY. Magnificent opportunities will present themselves galore throughout this international contest for those desirous of winning fame and prestige in the Quigley Award contest conducted by the Motion Picture Herald of New York City. In this connection it is interesting to note the following reply by Mr. Hicks to an invitation to serve as one of the Quigley Award judges: "I will be glad to serve as a judge on the Quigley Awards Competition Committee for 1938. I consider the Quigley Awards an excellent stimulus, especially at this time when so many big pictures are on the market which need special handling in the way of advertising, publicity and exploitation."

You need simply to remember that your campaign must be comprehensive, must encompass all phases of advertising, publicity and exploitation, must be accompanied by the theatre manager's name, and must be in a compact form for submission to the judges. Remember, also, that the size of the theatre does not matter, nor does the fact of its being remote from a metropolis. Everything is taken into consideration in picking the winners.

PARAMOUNT ON PARADE AROUND THE WORLD

A timely publication signalizing a timely event. In its new format, but published with the same old gusto, *Paramount on Parade Around the World* will appear as close to February 1st, March 1st, and April 1st as the exigencies of time, the calendar and other circumstances permit. After that, the new publication will bow out of the scene for the return of *Paramount International News*. This issue of *Paramount on Parade Around the World* now before you is therefore:

Vol. 1. February, 1938 No. 1.



TWELVE CAPTAINS FOR THE INTERNATIONAL CONTEST

Here are the twelve stellar Paramounters who are to be an international stimulus to the rest of the Paramounters throughout the world. Each will lead the cheering for a specific part of the globe, and there are even rumors to the effect that these stars will be the presenters of special personal prizes to the twelve fortunate Paramountees at the end of the month's contest. Most of them, when the stars themselves are on record. Meanwhile, here's the line-up:

RAY MILLAND and **FRED MACMURRAY** are to be the joint captains for Great Britain and Ireland; **FRANCISCA GAAL** and **OLYMPHE BRADNA** will jointly captain Central Europe; **JOHN BOLES** and **FRITZ FELD** will captain Canada and the United States; **JOHN BARRYMORE** is captain for Italy; **CLAUDETTE COLBERT** is captain for France; **GLADYS SWARTHOUT** and **GEORGES RIGAUD** are joint captains for South America; **TITO GUIZAR** for Central America; and **W.C. FIELDS** for Africa and Australia.

That's a pretty handsome line-up of international favorites—and if there is any truth to the old adage that "handsome is as handsome does," then it looks set for a pretty handsome drive.



Wealth of Ammunition for World Wide Contest

ANNOUNCING A MAJOR INTERNATIONAL EVENT

Sometime between March 1st and May 1st, Paramount will write film history with the simultaneous world release of a production, the title of which will be known before March 1st. Inability to name the picture has been caused solely by the wealth of product available, plus the desire to make absolutely certain that the finest of all this product receives the accolade of selection.

Simultaneous world release will become in this instance a veritable fact. The selected film will be premiered on the apriod date not only in more than 200 American cities, but in all of the capitals of the world, and in many other centres besides. It will be properly and fittingly announced as a world premiere and will be backed by a barrage of publicity and advertising calculated to make the occasion unforgettable.

Your main consideration for the moment is the fact of this simultaneous world release and what it means in the terms of Paramount prestige by virtue of our being the first film organization in the entire world to be capable of such an outstanding accomplishment.

LILLIE'S PARAMOUNT DEBUT A HONEY

Reports zooming Eastward from that little film colony further side of the Sierra Nevada have it that Miss Beatrice Lillie has stowed on Paramount, via the Major Film's production of "Dr. Rhythm," a mighty swell performance. The great English comedienne has long been denied the right of cinematic expression, and the sages who have seen her performance with Bing are unanimous to the point of one hundred percent in agreement that she out-Beatrice Miss Lillie with her drolleries, her witticisms and particularly her famous dramatic tonique. She polished off the film's finale, follows, for when Miss Lillie says "Laugh, Uncle, Laugh" there's no doubt about which side of his face Uncle laughs out of.

A MANUAL IS ON THE WAY

Many phases of the Paramount on Parade Around the World Drive could not be completely detailed here, principally because they have not yet been finalized, but among them the most far-reaching feature was the one in which the Paramount organ was being rushed to the presses. Therefore while we are being printed your detailed manual in which you still find many more shorts, items, plans, projects and whatnot to help you in your quest for success, than we were able to include here. It will follow about a week or ten days after this issue of Paramount on Parade Around the World.

MIRANDA'S FIRST

A Rush in the truest sense of that overworked word came to us just as we prepared to run this

issue. So casting out seven or eight plumes of ourselves, we hasten to you with this news about Isa Miranda—

She is definitely cast as "Zaza" to the popularized "Zaza" role, and with Alice Brady, John Barrymore and Adolphe Menjou announced in supporting roles.

THE THANKS OF MR. AND MRS. JOHN W. HICKS JR.

Mr. Hicks has asked your editor to convey through these "admirer of the very grateful thanks of Mr. Hicks and himself to the hundreds of Paramount fans around the world who have accompanied them with their letters and New Year greetings. They would dearly love to reply to each message individually, but time is marching on rapidly, and Mr. Hicks is preparing for another, and his longest trip—so those columns must be proxy for their thanks... and they do say "Thank You" ever so sincerely.

PARAMOUNT ON PARADE AROUND THE WORLD!



BOUNTIFUL "BUCCANEER" BOOST

On December 23rd the gods of chance made Mr. John Cecil Graham, Managing Director in Great Britain, a much favored Paramounter: the very first print of "The Buccaneer" was shipped to him by the Studio. It was a Christmas and New Year's present par-excellence! An appreciation of the gift came back on the second day of the New Year in the form of the following cable from Mr. Graham:

"*Buccaneer*" is magnificent and has everything. We are all very excited and grateful to DeMille.

L'AMOUR, C'EST LAMOUR

Dorothy Lamour, in the costume she had made world renowned, is shown in a characteristic pose from her new film, "*Her Jungle Love*". The picture is in Technicolor, and as we have so often before, asked you have seen *Lamour*? Her voice is not seen *Lamour*. Additionally important is the fact that Miss Lamour has accepted the captaincy of one of the contestants in the PARADE ON PARADE Around the World Drive, a fact which must make certain hundreds of Paramounters supremely happy. Now, say they, if Miss Lamour is only come over and captain us personally!



THEATRE MANAGERS OF ENTIRE WORLD TO COMPETE FOR CASH PRIZES AND PLAQUE

The most ambitious and comprehensive theatre manager's contest that the film industry of the entire world has ever seen is an integral part of the exploitation of the Paramount on Parade Around the World Drive. It will involve every nation, every country and every theatre manager whose house plays a reasonable proportion of Paramount Pictures during March, April and May.

Full details of the Contest, as well as comprehensive instructions to all Paramount managers, are already en route by mail and should reach the addresses either at the same time as this house organ or shortly thereafter. Meanwhile it might be well to give some of the highlights of this contest.

The contest is open to theatre managers in every part of the world, the United States of America included. It covers the three months of Paramount's Drive. The chief qualification is that the theatre manager shall book and play a reasonable proportion of Paramount productions—the local Paramount manager being the judge insofar as "reasonable proportion" is concerned. Next qualification is that the pictures be presented, advertised, publicized and exploited in the fullest means provided by local conditions. In this fashion all theatres will be placed on equal footing, since all local conditions will be analyzed and taken into account.

An impartial committee of local film men will judge the entries of each individual country. The winning entry of each country will be forwarded to Paramount's Foreign Advertising Manager in New York City where they will be judged by an impartial committee of film men. The winning entry will secure for its creator a prize of Five Hundred Dollars (\$500.00). The second best entry will win a prize of Two Hundred and Fifty Dollars (\$250.00).

Then the winning entry will be forwarded to Hollywood where it will vie with the winning entry from all United States offerings. The judging in this instance will be done by a committee of Paramount stars, and the winner in this instance will become the proud owner of a magnificent silver plaque.

These are the picturesque details of the contest. The technical details, covered by precise instructions, are contained in the official letter en route to you.

The chief essential is that you prepare your announcement to your local film industry at the earliest possible moment. Remember that in order to be fair to all concerned you will have to make your announcement before March 1st.

Since this is now definitely under way after a delay caused by a cutting operation before the picture was filmed instead of on his own story, *Nurse at Anchor*, which Paramount purchased from him some time ago. This is another production listed on the Jeff Lazarus calendar.

STANDARD MANUAL OF THE WORLD'S FILM TASTES

HOW TO MAKE FILMS AND INFLUENCE PATRONS

BY ADOLPH ZUKOR

1. Why a continuity of World-Appealing Films is so necessary to a company's progress.
2. What steps are being taken by Paramount to comply with this requirement.
3. Where, how and with whom are these films being made.

This is an advertisement for a book which, although never actually published, has been available to the world for more than a quarter of a century, its chapters paraded across the screens of the world and its dogmas copied and followed by the film producers of all nations. By virtue of the fact of the book, per se, being non-existent, we are sincere in our apologies to Author Dale Carnegie for having given his famous book this advertising plug by inference.

WITH OUR ONE GOOD EYE AT HOLLYWOOD'S KNOTHOLE

Herewith a column at last minute flashes on what is being done to gloss, sparkle and enliven in the Nth degree the Paramount celluloid that will carry this year's prime film entertainment to the world. . . . Tis said that Bette Davis will leave the WB fold for a Paramount appearance in *Hather's Castle*, the A. J. Cronin thriller formerly intended for Charles Laughton, Bette hiking over Cahuenga Pass in exchange for Bing Crosby. This will not be amiss in many parts of the world where Bette's stock is high. . . . Our *Leading Citizens*, which one time led Thomas Meighan to the top of the popularity pile, is being revamped for Bob Burns and the inimitable Martha Raye. . . . A title change that just flashed through our ticker has the cut-down courage epic, *Marching Hardy*, giving the moral title of *The Lone Star Rises*, it being also an epic of the Texas and the Lone Star being the emblem of that gigantic state. Meanwhile, also, May Robson has been added to the film's cast.

Erlv Rios, who is to Mexico what Dorothy Lamour is to Malaya, is a prominent member of the *Tropic Holiday* cast. She sings songs and spattered a fashion talk while concomitantly will be a dish of ice cream by comparison. The studio has noted such a fine domestic reaction to *The Texas Ranger* that they have rounded up the same troupe, headed by Fred MacMurray and Lloyd Nolan, and are readying a script called *The Lives of a Texas Ranger*. Frances Dee is being impressed into service for romantic interest, and the picture will be under way late this year, after MacMurray has completed work in *Men With Wings* and after Miss Dee has completed *The Lone Star Rises* and several other pictures



ALL PERIODS OF THE DANCE

One of the spectacular highlights of "The Big Broadcast of 1938" is a magnificent montage of all periods of the world's dances from the earliest days right down through the waltz and the polka to the terpsichorean trickles of the present day. It is indignantly interpreted and lavishly mounted, and adds great value to a major undertaking.

"ROMANCE IN THE DARK"



IS PARAMOUNT'S MOST ENJOYABLE MUSICAL FILM IN MANY MANY MONTHS.



TAKING A BEATING BEFORE BEATING ALL RECORDS

As part of the action of "Bluebeard's Eighth Wife," Claudette Colbert takes an old-fashioned paddling from Gary Cooper, under the watchful eye of Ernst Lubitsch. Later all three pose in happy mood to show that the paddling was only something done in the twin names of entertainment and art. Meanwhile the picture is being rushed to completion, and perchance Miss Colbert, who is vacationing in Europe, will see the finished film over there for the first time.



PARAMOUNT ON PARADE

AROUND THE WORLD



FOREIGN LEGION'S LEADER OFF ON MOST COMPREHENSIVE SURVEY MADE TO DATE

Mr. Hicks left New York City last Tuesday, February 22, on what is scheduled to be the longest and most important territorial survey that he has made since assuming the general management of the Foreign Department.

Proceeding by rail to Florida and by steamer to Cuba, he has already held a sales meeting in Havana and is now in Jamaica. From here he will proceed to the Canal Zone where he will tranship to one of the liners proceeding down the West Coast of South America. He will touch at Lima, Peru and several other ports and will disembark at Valparaiso. From Chile he will go overland to Argentina, thence north to Brazil. From Rio de Janeiro he will travel by steamer to Villefranche, France, thence to Paris. Next he will complete his customary survey of Continental Europe, and by early May expects to be in England. After spending about two weeks in London he will embark for New York, which he expects to reach on March 23rd.

It is therefore significant that he will spend the entire period of the Paramount on Parade Around the World Drive actually doing this very thing, and although he will not actually circle the globe, he will travel a distance approximating that of the world's circumference.

WAR MINISTER AT "BUCCANEER" EUROPEAN PREMIERE

LONDON'S BRILLIANT SEND-OFF FOR DEMILLE SPECTACLE

LONDON (P.P.)—The European Premiere of Cecil B. DeMille's mighty production, "THE BUCCANEER," took place at the Carlton Theatre, London, on February 1, in the presence of a distinguished audience; notable visitors being Mr. Horatio, Minister for War, Lord McGowan, head of Imperial Chemical Industries, Sir Gerald Chichester, Private Secretary to H. M. Queen Mary, the heads of the leading renting and producing houses as well as figures prominent in society and the entertainment world.

Long before the performance was due to start the police diverted traffic in the Haymarket, where thousands had gathered to see the celebrities arrive. Only those holding tickets were allowed to pass the police cordon and difficulty was experienced in getting through the throng.

BRITISH PARAMOUNT NEWS

cameramen worked under difficulties taking a film of the premiere but their efforts were repaid as they saw minutes later the well-known personalities passed under the blinding arcs before entering the gilded decorated theatre.

Immediately after the screening, the stars and their entourages left and arrived at a deal with the theatre management for a substantial allocation of seats. This library deal—which is a rarity in British theatrical business—was for a considerable amount and the total figures involved constitute a record. This immediate decision on the part of the music astute management of the Haymarket to book the stars for a significant pointer to their confidence in the unparalleled drawing power of the mighty Cecil B. DeMille spectacle. Not only does this unprecedented library deal

prove the tremendous possibilities of "THE BUCCANEER," but returns from the theatre indicate that advance bookings are now in hand for a considerable time ahead.

AMAZING "AMAPOLA" AVALANCHE CONTINUES

Last month we had plenty to say about the Tito Guizar picture, "Amapola del Camino," which Paramount is distributing throughout South America and most of Central America and the Caribbean. We cited then many astounding records created by this picture and its box-office accomplishments which read like chapter from "The Arabian Nights." Yet it would seem that the film's limits have not yet been reached; that even the best of yesterday can still be bettered; that we have the record of an accomplishment par-excellence. Here is, from Bogota, Colombia, over the cable signed signature of Manager Alvaro Reyes:

RELEASED "AMAPOLA" YESTERDAY SIMULTANEOUSLY IN SIX BOGOTA THEATRES. STANDING ROOM ONLY BUSINESS HAS BEATEN PREVIOUS HIGH RECORD OF "RANCH" BY SO-AND-SO PESOS. PUBLIC'S REACTION MAGNIFICENT.

PARAMOUNT TO MAKE A FULL-LENGTH FEATURE CARTOON IN TECHNICOLOR

This flashing announcement is made by Paramount, and all the Paramount world must certainly rejoice.

The cartoon will be produced by Max Fleischer, partly in New York and partly in Florida, but as yet there has been no official selection of the subject.

It is expected, however, that the feature-length cartoon in color will be ready for distribution on the 1938-39 program.

We have not mentioned "Tropic Holiday" in the belief that you will mistake this title for a reference to Mr. Hicks' trip, but because this film production is steadily looming up as one of the most important films

CONTEST ALREADY UNDER WAY. COMPETITIVE SPIRIT SENSED BY NEW YORK. GREATEST PRODUCT LINE-UP IN HISTORY ACTING AS POWERFUL DRIVING FORCE



"THE BUCCANEER" PROFOUNDLY IMPRESSES LONDON

Here are five glimpses of one of the most impressive film presentations the British capital has ever seen. They concern the premiere of "The Buccaneer," a production that represents a milestone in the history of British cinema. The scenes are indicative of the scheme carried out throughout the house. The distinguished gentleman arriving for the premiere is Lord McGowan, head of Imperial Chemical Industries. The window display was made at the Paramount head office in Wardour Street by the Company's Ad-Sales Department under the direction of Mr. G. H. Hawkins.

As shown in another scene, the male ushers were attired as pirates, the female girls as buccaneers. The decorations and fittings throughout the house are indicative of the scheme carried out throughout the house. The distinguished gentleman arriving for the premiere is Lord McGowan, head of Imperial Chemical Industries. The window display was made at the Paramount head office in Wardour Street by the Company's Ad-Sales Department under the direction of Mr. G. H. Hawkins.

Editorially Speaking—

Cendarwise, the great Paramount on Parade Around the World Drive has commenced. As the last notes of the clock striking midnight on Sunday, February 27th rang out, the official commencement of the Drive was noted on the memo pad of destiny. But it wasn't the only note on that pad printed on that particular page, but running also on all the succeeding pages as it had run on all the pages removed, was the notation that Paramount efforts throughout the world are unceasing. This Drive is simply a slice of Paramount effort decked forth in a special name to fit the occasion, a symbol to the world at large that despite all changing conditions, all social upheavals, all financial and economic disturbances, the Paramount organization's foundation of permanence remains invincible.

South and Central America will be as glad to see Mr. Hicks as he will be to see these parts of the world and the Paramounters who help make them even brighter and happier. This is a business trip that Mr. Hicks has looked forward to with great glee for a long while, and he is making it under very happy auspices. We refer specifically to the fact that he travels at a time when the film products will come through magnificently, and when he is able to spread along the way the glad tidings concerning Paramount's acquisition of Tito Guizar as a star, as well as the news about "Tropic Holiday." We envy him the trip with all our hearts, to us it's a whole lot pleasanter to see snow settled on the peaks of the Andes than it is to see it turning to slush in Times Square.

We have not mentioned "Tropic Holiday" in the belief that you will mistake this title for a reference to Mr. Hicks' trip, but because this film production is steadily looming up as one of the most important films

in whose behalf we have poked an editorial finger at our tottering Underwood. First of all it was conceived and is being produced by one of the most internationally-minded gentlemen included in our Paramount family. In every step it has undertaken in connection with the completion of the film he has studied the Foreign Department's requirements and problems, and at every point where counsel was needed he has not failed to confer with us. He has been concerned, from start to finish, with the ideal that this film should become a perfect international appeal (abroad as well as at home), one of whole-hearted entertainment quality, and one with a roster of starred featured players who would invoke capital patronage wherever the picture might be screened. For all of these things, and many more too numerous to mention here, the Foreign Department voices herewith to Mr. Arthur Hornblow, Jr., producer of the film,

PARAMOUNT ON PARADE AROUND THE WORLD

A timely publication signaling a timely event. In its new format, but published with the same old gusto, "Paramount on Parade Around the World" will appear as close to February 1st, March 1st, and April 1st as the exigencies of time, the calendar and other circumstances permit. After that, the new publication will bow out of the scene for the return of "Paramount International News." This issue of "Paramount on Parade Around the World" now before you is therefore:

Vol. 1. March, 1938 No. 2.

Short Period of Contest Precludes Publication of Standings in Time for Them to Stir Competitive Spirit. This an Added Reason for Fierce Rivalry

By all odds this is the strangest yet strongest drive ever engineered by Paramount's Foreign Legion. It is the strangest because its duration is such that by the time the figures of the first month's standings are published, and reach the nethermost corners of the globe, the Contest will be over. The figures as of March 31st, will not be tabulated until the middle of April, therefore will be ready for publication in the May 1st issue. By the time these are distributed throughout the world the Contest will be over. That's the reason why this is the strangest contest of our career.

But it isn't the reason why it is the strongest drive. The reason here is chiefly one of product: that is, product either already completed and therefore available for the Drive, or else just at the stage now where it will cash in magnificently on the impetus created by the Drive. And that takes in such rare productions as "Bluebeard's Eighth Wife," "Her Jungle Love," "Professor Beware!," "Romance in the Dark" and "You and Me."

The Drive, as must be apparent by now, is a whole-souled gesture of Paramount supremacy. The year is a big one in a great many ways, all of international significance, therefore it is propitious that Paramount should likewise signalize this fact with a sales manifestation of unparalleled proportions. Everything about this Drive has been electric: its conception was swift, its duration is a swift span of time, the product to be screened during its term is in the swift tempo of this swift year of 1938. And, from a strictly personal standpoint, the cash prizes will certainly represent swiftly-earned money to those Paramountees whose efforts net the cash.

Now that the Drive is under way, with no time at our disposal for stirring up the inter-divisional rivalries which have meant so much in the past, we feel that momentum is the order of the day—the momentum gathered by the announcements already made, by the promise of things to come, and by the strictly personal, individual urge to do the best job of its kind that we have ever embarked upon.

May the success that you so richly prize be justly yours when the last day of May rolls away!

Personal News Items About Paramounters Who Are Making Drive History



PARTICIPANTS IN OSLO'S FINE CONVENTION

Last month we reported the fine convention held in Oslo, Norway, early in May. Pictures of the event came to hand just too late for the February issue, so now we're giving you the cream of that photo crop. In the lower scene, against a familiar background, are the following stalwart Paramounters: Mr. and Mrs. George C. Scott (Stanley); George C. Scott, Mr. Carl P. York, and W. L. Wood; Fredrik Erkko, Harald Frost (Stanley); Mischa Rongi Janzon, Gisela Berg-Juarez, Gunnar Selva, Ingolf C. Oex, Paul Flodin, Harald Lund.

"TROPIC HOLIDAY" A PAINSTAKINGLY PRO-DUCED FILM

Arthur Hornblow, Jr., has returned to his desk in the Paramount studio after giving Hollywood a three-week demonstration of how a film producer may supervise the making of a motion picture by telephone from a hospital bed.

While making final preparations for beginning camera work on "Tropic Holiday," Hornblow suffered an attack of appendicitis and underwent an emergency operation.

Shortly after the operation Hornblow asked his wife, Myrna Loy, to notify the studio that "Tropic Holiday" should start on schedule and that he would remain fully responsible for the Mexican musical film.

The next day Hornblow resumed supervision of the production, using a bedside telephone to keep in constant communication with his assistant, Richard Blumenthal, and the director of the film, J. T. Reed. For three weeks Hornblow continued hourly talks with his aides and was fully acquainted with on "Tropic Holiday."

The producer had a small projection machine set up in his hospital room and each day screened the "scratches" of the previous day's camera work. Then he sent a group of assistants to Mexico to purchase six ring halls for use in a bullfight scene in which hundreds of players will appear.

The showing schedule of



LUBITSCH'S ACCOLADE

Several weeks ago the event coincided with his 40th birthday anniversary. Erst Lubitsch had embarked on him the French decoration, the last of the four continents the decoration was the French consul at Los Angeles shown at the right. He undoubtedly bestowed an official kiss, but it was Sammie Shore who first gave him a hearty kiss. Shore, who warmly decorated the ever-gorgeous Ernst with a kiss that sizzled and sparked.

EDDIE SCHELLHORN IS LURASCHI AIDE

Eddie Schellhorn, who has been with the studio for three years, has been added to the Foreign Publicity Department in the Home Office. Eddie has been transferred to the Hollywood Studio as assistant to Louis M. Mayer, who presided, paid a visit to Eddie's past work, but to the producer he was evidently expected to show his important new assignment.

"Tropic Holiday" has been maintained with a large cast headed by Bob Burns, Martha Raye, Dorothy Lamour, Ray Milland, and Tito Gobbi working daily and the production unit functioning as smoothly as though Horatio had been in his studio deck.

EXPLOITATION JOTTINGS

India has been responsible for New York receiving an excellent batch of exploitation evidence during the past couple of weeks. In New York and the home reception in New York and the subsequent forward to the studio in Hollywood, were the campaign on "Artists and Models," at the Regal Theatre, Calcutta (G. H. Hawkins), and by Mr. Griffith, and the campaign on the same picture in Bombay (material forwarded by Mr. Lew Siyala), the latter campaign appearing in The Ladies Home Journal of India.

A route road to us by way of Viking Leader Carl Gehrman in Stockholm, the chief theatre in Stockholm, sent us the "Jungle Princess" in the chief theatre of Reykjavik, Iceland. This was our first story of this nature involving Icelandic and the most important reason because the Dorothy Laundry Milland picture shattered all records in the theatre's history, including the one made a decade ago by "Lieses der Land"

The popularity director in Sweden, Helge Lindström, got the Stockholm advertising campaign. We have received photographs of some of the new windows put up by Gehrman in the chief theatres of the foreign department stores, and when it is borne in mind that upwards of 60 windows were captured in this fashion we know something of the magnitude of Mr. Johnson's accomplishment.

There has come to hand a very effective trade paper advertisement which was used to inform the film public of the opening of "Oscar's Local" in New York City. Paramount's new 1938 product! The ad is vertical in type, with small deviations in color, and from information we have received we learn that the Australian exhibitors were very much impressed.

Vienna, Austria, witnessed some very unusual exploitation efforts of the kind. One of the chief theatres, the Olympia, sent to New York a professional exploiter, attired in full diving suit, plus an outside diving mask, to make the streets of New York more aware of the picture, but as he invariably ended up at the theatre showing the Paramount introduction, the immense following crowd was made thoroughly familiar with his purpose.

SINCERE CONDOLENCES

It is with the deepest sorrow that we chronicle the irreparable losses suffered recently by two Paramounters.

Charles Ballance, general manager in India, suffered the loss of his Mother late in January.

Harry Hunter, managing director in Australia, suffered the loss of his Mother on February 10th.

"BLUEBEARD" TINGLES WITH LUBITSCHILARITY

The piece of copy we yanked from this space to make way for a rush review on **BLUEBEARD'S EIGHTH WIFE** will go down in history because it allowed itself to be replaced with a stop-press despatch on one of the most uproariously rollicking pieces of entertainment that Paramount's trademark stars ever went over the mountain for. It having long been a favorite contention of ours that Mr. Lubitsch is unmatched when it comes to funstering and foibleing, and that his puckish sense of humor in the realm of amour is something that can upon occasion be interpreted so that any and all may know what the funny side of life is all about, we rise here to point with undisguised glee at the fact that in **BLUEBEARD'S EIGHTH WIFE** Ernst has given us a picture to shake with joy the ribs of the world.

Gary Cooper and Claudette Colbert, who have been unpaid in pictures for too long, here team together in a fashion that will have the whole world screaming "Encore!" in less time than it takes to shake a cigar at Lubitsch. Each seen as perfect as a job of acting as we have seen since John Barrymore climbed on a cab in **ON THE QUIET**, and if Director Lubitsch got as much joy out of making the picture as we have had in looking at it, then we can readily understand that it must have been a labor of love to him.

Appetizing Cream Puffs

Southwest-by-South, from the Crossroads of the World comes word from Managing Director Harry Hunter of the Paramount Division of the great **SOULS AT SEA**, at the Regent Theatre, Wellington, New Zealand, grossed more money during its first week than any other picture ever shown there. Captain Carl P. York, and Mrs. Erling Erikson, Misses Ruth Janzon, Anna Holton, Harald Lund, Paul Flodin, Mischa Rongi Janzon, Gisela Berg-Juarez, Gunnar Selva, Ingolf C. Oex, Paul Flodin, Harald Lund.

Participants in Oslo's Fine Convention

At the Grand Hotel Oslo, (Left to Right) Mischa Rongi Janzon, Gisela Berg-Juarez, Th

Rosineau, Carl P. York, Mrs. Erling Erikson, Harald Frost (Stanley); Mischa Rongi Janzon, Gisela Berg-Juarez, Gunnar Selva, Ingolf C. Oex, Paul Flodin, Harald Lund.

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previous day's camera work.

Then he sent a group of assis-

tants to Mexico to purchase six

ring halls for use in a bullfight

scene in which hundreds of

players will appear.

The showing schedule of

"Tropic Holiday" is as follows:

Mar. 10 - New York, U.S.A.

Mar. 11 - Boston, U.S.A.

Mar. 12 - Philadelphia, U.S.A.

Mar. 13 - Newark, N.J., U.S.A.

Mar. 14 - Chicago, U.S.A.

Mar. 15 - St. Louis, U.S.A.

Mar. 16 - Atlanta, U.S.A.

Mar. 17 - Birmingham, U.S.A.

Mar. 18 - Dallas, U.S.A.

Mar. 19 - San Antonio, U.S.A.

Mar. 20 - Los Angeles, U.S.A.

Mar. 21 - San Francisco, U.S.A.

Mar. 22 - Honolulu, U.S.A.

Mar. 23 - San Jose, U.S.A.

Mar. 24 - Sacramento, U.S.A.

Mar. 25 - Portland, U.S.A.

Mar. 26 - Seattle, U.S.A.

Mar. 27 - Spokane, U.S.A.

Mar. 28 - Salt Lake City, U.S.A.

Mar. 29 - Denver, U.S.A.

Mar. 30 - Salt Lake City, U.S.A.

Mar. 31 - Salt Lake City, U.S.A.

Apr. 1 - Salt Lake City, U.S.A.

Apr. 2 - Salt Lake City, U.S.A.

Apr. 3 - Salt Lake City, U.S.A.

Apr. 4 - Salt Lake City, U.S.A.

Apr. 5 - Salt Lake City, U.S.A.

Apr. 6 - Salt Lake City, U.S.A.

Apr. 7 - Salt Lake City, U.S.A.

Apr. 8 - Salt Lake City, U.S.A.

Apr. 9 - Salt Lake City, U.S.A.

Apr. 10 - Salt Lake City, U.S.A.

Apr. 11 - Salt Lake City, U.S.A.

Apr. 12 - Salt Lake City, U.S.A.

Apr. 13 - Salt Lake City, U.S.A.

Apr. 14 - Salt Lake City, U.S.A.

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Apr. 29 - Salt Lake City, U.S.A.

Apr. 30 - Salt Lake City, U.S.A.

May 1 - Salt Lake City, U.S.A.

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May 30 - Salt Lake City, U.S.A.

May 31 - Salt Lake City, U.S.A.

June 1 - Salt Lake City, U.S.A.

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June 28 - Salt Lake City, U.S.A.

June 29 - Salt Lake City, U.S.A.

June 30 - Salt Lake City, U.S.A.

July 1 - Salt Lake City, U.S.A.

July 2 - Salt Lake City, U.S.A.

July 3 - Salt Lake City, U.S.A.

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July 19 - Salt Lake City, U.S.A.

July 20 - Salt Lake City, U.S.A.

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Bulbs Flashed, Lenses Clicked, as Drive Started in Hollywood

In Hollywood, mid-February, the Paramount on Parade Around the World Drive got officially underway with the luncheon pictured in many of its colorful phases at the right. This luncheon was held in the studio restaurant under the auspices of Messrs. Adolph Zukor and William LeBaron, production heads, and most of the Drive Captains were present. Also there as a very much honored guest was the life-size figure of Popeye, who is featured in most of the candid camera shots. Proceeding row by row, let us identify what the camera managed to get.

(Top row). Dorothy Lamour presents a roll of film bearing the flag of China, to Popeye. Then Isa Miranda, blonde beauty, presents her token for Italy; Olympia Bradna offers the symbols of Austria, Jugoslavia and Greece; Isa Miranda comes back again with the symbol of Turkey; and Miss Bradna returns once more with Hungary, Roumania and Bulgaria.

(Second row). Tito Guizar offers the symbol of Mexico, Ray Milland and Fred MacMurray offer the flags of Great Britain and Ireland; Dorothy Lamour is back again, this time with Japan; and Tito Guizar brings six symbols—Guatemala, San Salvador, Nicaragua, Honduras, Costa Rica and Panama.

(Third row). Olympia Bradna offers her flag of France; in the second shot Boris Morros enters the scene as it seems time for Popeye to take some more spinach; then Dorothy Lamour brings along the flag of the Philippines; and Georges Rigaud enters the scene with the symbols of Chile, Peru and Bolivia.

(Fourth row). Rigaud this time has the symbols of Argentina, Paraguay and Uruguay; Dorothy Lamour has the flag of Java. Then there is a shot of the luncheon table containing the speakers. Left to right these are: Martin Quigley, trade paper publisher; William LeBaron, Adolph Zukor, Isa Miranda, Cecil B. deMille, Eugene Zukor, Olympia Bradna, William Pine. In the centre foreground is Boris Morros. Continuing the parade of symbols we find Tito Guizar with the symbols of Colombia, Ecuador and Venezuela; and Olympia Bradna with the symbol of Germany.

(Bottom row). Three of the drive captains, Dorothy Lamour, Gladys Swarthout and Tito Guizar, lurching. Ray Milland discussing the Drive with William Wellman, who will direct "Men With Wings"; Mr. Zukor about to cut the Drive cake, with Isa Miranda; Dorothy Lamour and Olympia Bradna looking on; and the cake still being attacked by Mr. Zukor, but this time with Tito Guizar, Georges Rigaud and Isa Miranda as onlookers.

With such a resounding send-off from the foremost film factory of them all, who can deny that the Drive can be anything but a success of such world-wide proportions as are the productions of this film centre.

FEELING ALREADY THE EXHILARATION OF 1938'S ACE 'TROPIC HOLIDAY'

Breaking with tradition which says that we should await the finished product before 'going overboard' on praise for a forthcoming opus, we are herewith skipping the superlatives, eschewing the colossals, but at the same time flirting with the predictions in turning handsprings in behalf of *Tropic Holiday*. . . . All the signs and portents, including those of the Zodiac, indicate that here in all verity is a Paramounttopper such as only Arthur Hornblow, Jr., with a profound sentimental attachment for Mexico's Ensenada, could produce. . . . The publicity releases on the production have told much of the biting, luscious music; the captivating atmosphere reproduced in all fidelity; the strict adherence to every minutest detail; the wealth of rollicking comedy; the (We're still clear of superlatives, are we not?) breathless shots of fishing fleets, bull farms, townships and mountains, all designed to give the world the next best thing to a trip to Mexico. . . . There are stills from the production on another page. Also a story detailing the production, appropriate views of the international production,不可避免 personal hardships. . . . And if all of these factors do not give you the proper advance thrill, then regard this. For the entire world the picture has those two stars of *Jungle Princess* and *Her Jungle Love*, Dorothy Lamour and Ray Milland; for the Spanish speaking parts of the world it has, in addition, Tito Guizar singing all of his songs entirely in Spanish.

HOW POPEYE THE SAILOR WILL SAIL THE WORLD

Last month through this publication, and later through the medium of the Drive Manual, you were informed that a life-size figure of Popeye the Sailor would be routed around the world.

Popeye is at present en route from Hollywood to New York by air, and once he has arrived at the Crossroads of the world he will be publicized here in several ways before hopping off across the Atlantic.

The immediate plan calls for him to proceed first to London, and it is expected that he will make this trip in company with Frank V. Kenebeck, manager in Bombay, India, who is returning to his post after a furlough in the United States.

From London he will be routed to Paris, where plans for his European itinerary will be made by General Manager Fred W. Lange.

It is the expectation of the Paramount on Parade Around the World Drive Committee that this life-size figure of Popeye will emerge from this event as the most publicized stuntster in the world, and certainly the most publicized.



"HER JUNGLE LOVE" WINS OUR FIRST 6-COLUMN ENDORSEMENT

Spurning all of the superlatives, adjectives and suchlike which hang around our typewriter like gold-diggers around a visiting rajah, we set ourselves down simply, sincerely, soberly and serenely to tell you, in cold, unswervable fact, that the Technicolor in "Her Jungle Love" is the most magnificent that human eyes have ever sparkled to. . . . Not moving from this mood one iota, we at the same time relay to you the information that the picture has more action, more comedy, more animation and more movement than did "The Jungle Princess". . . . And, while that might be a lot for the less ravenous of you chaps, we still have to take care of the ones who expected the sun, the moon and all the stars from "Her Jungle Love" and tell them that they got their wish. We do this by saying that there has never been pulchritude on the screen to match that of Miss Lamour's, that she sings songs in Malay and English that bring right back "that old feeling," and that the romance in the film, plus the swimming pool scenes, bring to the picture an atmosphere without parallel. . . . And as though all of that were not enough, there is the first mighty earthquake in Technicolor that the screen has ever beheld.

So, in words of one syllable, the picture is good and swell!



AD SALE AIDS TO THE DRIVE'S SUCCESS

Show here are the banner (top), standee (right) and one-sheet poster produced in America for the benefit of exhibitors participating in the Paramount on Parade Around the World Drive. These items are given free distribution, and in addition there is a colorful sticker available in home quantities. All of these aids have been described to all offices through the medium of the Service Manual and are repeated here briefly for the record.

PARAMOUNT ON PARADE AROUND THE WORLD!



HET NIEUWS VAN DE MAAND

Zoonts ge allen thuis wel zullen weten, vertrok de Heer Hicks op 22 Februarie uit New York, op een der laagste standen inspectie reizen om de Paramount-films te bekijken. Van New York ging hij ter spoed naar Florida, vandaar per boot naar Havanna, en daarna naar Jamaica, terwijl hij zich bij het verschijnen van dat wonder in Panama beheindt. In Panama weet hij een baan voor Claudio Gómez, die zijn grootmoeder al begrepen. Voorts per boot noordwaarts naar Brazilië en vervolgens naar Europa. Doch tegen dien tijd zal van alledele een mocht immmer van dat orgaan verschijnen zin, waarin wij meer aandacht omtrent deze reis zullen opnemen. Laten we thuis blijven en wachten tot de eerste nummers in Zuid-Amerika zich bij voorbaat verheugen over een ontmoeting met den Heer Hicks.

Ioudadels vertelt hij, New York aan het einde van enige geweldige successen, van het Paramount Theatre met Cecil B. deMille's "Destry," die overal in de Verenigde Staten en opgrond daarvan ook hier en daar in Spanje, in het buitenland had Amerikaansch succes dat evenraad.

Elders nu deze edities hebben we reeds vermeld, dat wij "Bluebeard's Eighth Wife" hebben gezien, een film volgens onze beschouwingen, de beste film gegezen door Ernst Lubitsch eerder dan "The Love Parade," een ander film, die in Spanje, in de verschillende landen dat hebben kunnen constateren.

"Her Jungle Love" is grotendeels, niet alleen de hette Technicolor kleuren, heel ontzettend, doch tevens een spannende, opwindende rimbefilm, een wondige opdracht van de internationale regisseur "Jungle Princess," Dorothy Lamour en Tito Milland schitteren er in.

Bij het ter perse gaan van dit nummer is Hollywood van plan Ida Mirandá en Ronald Colman de hoofdrollen toe te kennen in Frank Lloyd's productie "If I Were King." Indien dit plan verwezenlijkt wordt, dan moet de film, dat de latere technische herhaling demandant, U-recht bereikt hebben, voor de ontmoeting van dit nummer.

Ernst Lubitsch is gestart met "Tito Guizar" en plant de komedie in Cuba.

Van de vele andere films die in Amerikaanse theaters worden gescreend, kunnen wij uiteraard de "Love Parade" en de "Jungle Princess" niet directe "The Love Parade." Conforta in tal spektakel de fatto che il film in parola ha per suoi principali interpreti Gary Cooper e Claudette Colbert.

Het nummer dat de echte echtparen aan de meeste de calvinistische aangeschuldigingen van de Paramount en daal moest worden, dat deel van de presentatie nummer, Claudette Colbert e' una delle più graziose persone del mondo en dal slamo lettì che i Paramount, in parecchie parti del mondo appurato, abbiano avuto l'opportunità di constatare tale fatto.

Quello che dice, addossiamo, che il Paramount dell'America, come dappertutto, sempre al conoscere personalmente il Signor Hicks.

Frustrato Egli ha lasciato a New York una stagione di grande successo per il "Phantom" di Céline B. DeMille; una chiamata fotografica alla quale spetta il vantaggio di squalificare una delle sue più belle attrici.

Il film, che si è già plasmato che Tito Guizar abbia stati così diretto dopo "The Love Parade," Conforta in tal spektakel il fatto che il film in parola ha per suoi principali interpreti Gary Cooper e Claudette Colbert.

Hanno le donne del cinema alla mente de calvinistische aange-

schuldigingen van de Paramount, ma daal niet stilaan realizzata ma anche il più accattivante film della "Jungle" e del tutto degno di succedere alla internazionale famosa "La Principessa delle Jungla." Dorothy Lamour e Bay Milland sono superati ed il film e' di un meraviglioso interesse.

Mentre andiamo in macchina allo Studio si sta mettendo di assempare Isa Miranda e Ronald Colman per la produzione di Frank Lloyd "Se fossi Ife." Qualora tale magnifica piano si avverrà c'è assai probabile che la notizia telegrafica precedente questo annuncio stampato.

Metre sanno ancora in questo soggetto delle "Stelle" e' di alto interesse per il Paramount del paese sia per la sua spagnola, sapere che Tito Guizar ha firmato con la Paramount un contratto di lunga durata per effetto del quale, quando egli apparirà nell'film American, canterà sempre le loro canzoni in Spagnolo. Il fatto che egli e' incapacitato di cantare in Spagnolo, passa al film in un meraviglioso interesse.

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Several vital factors lend towering strength to our contention that *You and Me* is most certain to emerge as one of Paramount's most compelling film dramas of the year. Three of these factors are named Sylvia Sidney, George Raft and Fritz Lang. Miss Sidney is vitally important to the picture because our past accomplishments with worthwhile pictures starring this young lady are so pleasant as to preclude repetition here. Mr. Raft is an important factor since this film is his first screen contribution since his memorable characterization in *Souls at Sea*. Mr. Lang's importance to the picture is more than a directorial one, for it has been a noteworthy fact that every film directed by this great film technician since his advent to America (and also before that occasion), has been imbued with spirit, strength and superb drama. According to the evidence already in, *You and Me* will prove no exception.

LE NOTIZIE DEL MESE

Desideriamo che tutti sappiano un dia da dire che il 22 febbraio il signor Hicks lascia New York. Il giro d'ispezione qui comprende nella sua carriera presso la Paramount. Da New York, col treno, si è diretto a Florida e per mare, da New Orleans, alla Bimini di Cuba. Poi a Giamaica e, mentre scriviamo, c'è in viaggio verso il continente Americano del Sud, in Argentina, donde salperà per il Brasile. Da Rio di Janeiro, traversando l'Oceano, passerà in Europa — ma, per quell'epoca, noi avremo già pubblicato un'altra numero di questo Rivista ed avremo altre notizie di dati.

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Paramount INTERNATIONAL NEWS

APRIL
1938,
★
VOL. 5,
NO. 4,



Paramount ON PARADE AROUND THE WORLD

Paramount

INTERNATIONAL NEWS

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry Edited by Albert Deane

Vol. 5

April, 1938

No. 4

Editorial Comment of an Eventful Month

BRADNA

Our overwhelming enthusiasm for Olympe Bradna in this issue represents about the sincerest emotion for anything ever expressed in these columns. Miss Bradna shines forth in the Paramount diadem at a time when there is possibly no little dismay at the defection of certain other names hitherto regarded as indispensable gems in that world renowned piece of jewelry. The strict fact of the matter is that the advent of so youthful, wholesome, inspired personality as Olympe Bradna, with a great many years of fruitful success ahead of her, is of far more consequence to Paramount than the contract completion of any number of other personalities who have ceased to deliver with the box-office impact previously credited to them throughout the entire world.

CARTOON

In order that you might know that the success of another company's first feature-length cartoon has not gone wholly unchallenged, we are permitted to reveal to you the fact that we have already seen the first set of technical drawings of Paramount's first full feature-length cartoon to be done in color. Although not yet permitted to reveal the subject, we can nonetheless advise you of the fact that it is one of world renown, that it lends itself perfectly to cartooning, and that it is definitely a motion picture subject. Paramount, therefore, is definitely in the parade.

"BLUEBEARD"

Several aspects of this rollicking comedy definitely commend themselves to you at this moment. First of all, there is now in the mails a letter bearing Mr. Weltner's signature and attesting to the superlative merits of the Lubitsch film. Secondly, those territories which have already received prints have whipped back gay reactions to the production so swiftly as to literally take our collective breaths away. Thirdly, the news was despatched

to the American trade press this week that the picture at New York's Paramount has equalled the house high mark and looks like beating it during the second week. From that point on you may form your own conclusions.

SURVEY

There has never been anything more eloquent of the steadfast endurance of the Paramount spirit than the sustained demonstration of affectionate regard which has met Mr. Hicks at every stopping point in his now terminating South and Central American survey. He has traversed a great, progressive and prosperous part of the world wherein there are many Paramountees who have never before had the good fortune of meeting the head of Paramount's Foreign Department personally. Time had marched on and on, and circumstances had always made it impossible for whichever man was head of the department in New York to visit all of these lands. Mr. Hicks has remedied that deficiency: he has met each and every Paramounteer in all of the exchange points that it has been possible for him to touch at, and now he knows this vast part of the world better than any Home Office executive has ever known it before.

GUIZAR

Another cable telling of the phenomenal success of Tito Guizar in Paramount's release, "Amapola del Camino" (this time from Chile, where more records were broken than you could shake a splicing machine at), is of importance to us in revealing for the so-and-so'th time what a great asset we have in this happy-voiced young man. Already of course we have his looks and his larynx in celluloid in "The Big Broadcast of 1938" and "Tropic Holiday," and because of contracts which bind his services to us there will be more of his fine work forthcoming during 1938 and 1939. We should have appended his name to the editorial comment inspired by Ronald Colman's advent to Paramount, but didn't: this Guizar chap is entitled to his own niche on our editorial page.

COLMAN

The fact that Ronald Colman is under contract to Paramount to make "If I Were King" for Frank Lloyd has been hailed with undisguised joy by Legionnaires in all parts of the globe. His advent to the clan of the Star-Circled Mountain adds another touch of rosiness to the pleasure we are currently feeling. There's Olympe Bradna dawning as a new and youthful star; there's Isa Miranda about to debut in a film which will bring new lustre to the Company; and there's Ronald Colman already at work in "If I Were King." 'If?' More correctly 'Now we are kings!'

PROMOTIONS

Mr. M. F. Jordan, formerly manager in Jugo-Slavia, is now manager in Poland; Mr. Jakob Freund, formerly a salesman in Jugo-Slavia, is now manager in Jugo-Slavia. We congratulate these fine Paramountees most heartily on their promotions, and we do more than that: we pause to note that these two promotions are once again significant of the fact that Paramount is still promoting from within the ranks, and will continue to do so whilever there is a Paramount organization constituted according to the one we now live with, and have continued to live with, many of us, for a great many years.

BARCELONA

At the moment of writing we have no news concerning the fate of the many Paramountees in the hapless city of Barcelona which during March was subjected to the most merciless onslaught by modern engines of war that any non-combatant city has experienced in the history of the world. Our prayers and our hopes are that our loyal Paramountees, who remained steadfast to their work, were spared death or injury. Through almost two full years of sustained terror they have demonstrated a marvelous devotion. Let us pray that the end of horror is in sight for them all.

DRIVE ENTHUSIASM AT HIGH PITCH

DEMURE STUDY OF A LOVELY YOUNG LADY OF PARAMOUNT



This study is of Olympe Bradna, Paramount star who is still in her teens. She is the Continental star discovered in a Broadway cabaret, sent to Hollywood and almost submerged in a couple of junior musicals, until George Raft yanked her into the cast of *Souls at Sea* and the rest is history. Now she has completed her first starring role with Gene Raymond in *Stolen Heaven*, which picture is reviewed elsewhere in this issue. If you get what we have inferred in this review you will know that in Olympe Bradna Paramount has a new star, a fine star, a real star.

LURASCHI IN NEW YORK

Luigi Luraschi, head of the Foreign Department in Paramount's Hollywood Studio, is in New York on a business visit, his first in 5 years. During his absence his work is being efficiently carried on by his newly appointed assistant, Edward Schellhorn.

BALLANCE EN ROUTE TO VIENNA

India's General Manager, Charles Ballance, is enroute to Vienna from Calcutta and Bombay for his customary taking of the cure at Carlsbad and other health resorts. He expects to spend several weeks in Europe. Meanwhile Bombay Manager Frank Kennebeck is holding the fort in India.

FLASH NEWS (Last piece of copy to go to press!) . . . Three very grand house organs breezed in this morning (March 30). One was Scandinavia's "Paramount," that effervescent 4-languaged magazine that is so definitely a Paramount tonic. The issue contained, among other things, a tribute to Cecil B. de Mille for having produced "The Buccaneer," a photograph of Norway's beloved Erling Eriksen and the floral tributes presented to him on his 60th birthday anniversary, and many fine tributes to other Paramountees. . . . Second of the house organ receipts was India's "Paramount Service," March issue. This was largely a "Buccaneer" and "Wells Fargo" issue, edited and printed in the customary fine style. . . . Third publication to hand was the initial appearance of Italy's "Paramount Italiana in Parata," issue of March. This proved to be the most ambitious house organ issued by Italy in a long while, and we detect throughout it much of the overwhelming enthusiasm that Managing Director Aboaf and his Legionnaires have long and successfully demonstrated. . . . Mentionable here also is the very effective red cancellation postmark on Sweden's mail, the subject matter of the mark being Ernst Lubitsch's production of "Bluebeard's Eighth Wife," with Gary Cooper and Claudette Colbert sharing the stellar billing. . . . We conclude this Stop Press section on the note that we have left a voluminous folder of material unused. Much of it came to hand at the last minute and will of course be used next month. This material included important items from Brazil dealing with a publicity conclave, and from Sweden dealing with the season of "The Buccaneer" at the China Theatre.

CABLES HAVE SIZZLED— RECORDS HAVE CRACKED!

Herewith some telegraphed highspots of the month, having to do with picture performances, pledges made and Paramount gatherings held:

"EBB TIDE" Buenos Aires has gone heavily for the Technicolored film, according to the following cable received from Managing Director John B. Nathan; "Ebb Tide" opened to floodtide business on Friday (March 4). Record-breaking Paramount opening day gross at Opera Cinema."

"BUCCANEER" In advance of the premiere (recorded below) of the Cecil B. de Mille film in Calcutta, General Manager Charles Ballance cabled as follows:—"Buccaneer a magnificent production. Premiere March 11 in Calcutta. Excellent prospects."

P.O.P.A.W. DRIVE This epochal event received another magnificent impetus in Cristobal on March 4, when Foreign Legion Leader John W. Hicks, Jr., held a sales gathering and reported the event by cable to Mr. Weltner as follows:—"Very enthusiastic meeting here. Reyes, Jacobs, Gordon, Pierpoint, Pratchett all assure quota for the drive."

GUARANTEE When Mr. Hicks reached Lima, Peru, he was met by Messrs. Benito del Villar and Osvaldo Urrutia, who told him such things as caused him to send to Mr. Weltner the following cable: "Villar, Urrutia most optimistic. Consider quota assured."

"BUCCANEER" Remember the occasion when Division Leader A. L. Pratchett said, after seeing "The Buccaneer," that 'What Lafitte did to New Orleans will be peanuts compared with what Los Revolucionarios will do with "The Buccaneer"?' Remember that? Well, Cuba pre-released the picture a couple of weeks ago, to such profound success that the following is but a mild statement of affairs: "Prereleased *Buccaneer* Encanto and Riviera tremendous success. Paramount hit the ball for another box-office home run." The message was signed by Manager J. D. Rapoport since Mr. Pratchett was in Cristobal at the time.

"ANGEL" Another blast of good news crashed in at about the same time as the foregoing. This was from Buenos Aires, over the signature of Managing Director John B. Nathan, and said: Lubitsch and Dietrich still tops here. *Angel* opened to tremendous business at advanced prices."

GUARANTEE. Another one, this time from Chile. Dated from Santiago came another cable from Mr. Hicks, stating: "Drive Quota Absolutely Assured from Chile, Peru."

A full month of the Paramount on Parade Around the World Drive has been rounded out and we are now on the second month. From all parts of the world have come reports attesting to the practical enthusiasm with which the event is being celebrated. Word has come forward, also, that there will be a record entry of exhibitor campaigns, the details of which contest are so well known to you by now, therefore we take this also as an indication that what is benefitting the exhibitors is also benefitting the standing of the divisions and countries.

Mr. Hicks' survey of South and Central America is likewise producing voluminous evidence of the enthusiasm existing in those parts of the world. This phase of the Drive is dealt with on another page. We have also seen a letter from Italy's Managing Director, Americo Aboaf, in which he tells of local enthusiasm, and of the very productive results of a recent visit made to the territory by Mr. Fred Lange, General Manager for Continental Europe. Speaking of the delegates to the two conventions, one in Northern Italy and the other in Southern Italy, Mr. Aboaf said: "They all are responding in a marvelous way to our call. I am confident therefore that Italy will take its place in the winning bracket."

Similar enthusiasm is manifest in news from Scandinavia, from Australia, from Java and Malaya, and in fact from any part of the world we choose to mention. The recent product has contributed magnificently to this enthusiasm. Everywhere "The Buccaneer" is clicking in masterly fashion. Other successes have been "Ebb Tide," "Wells Fargo" and several others. Moreover, sales forces and exhibitors alike know what marvelous new pictures are coming from Paramount this year and are gearing up their efforts accordingly.

LONDON EXPLOITED C. B. de M's "BUCCANEER" WITH POWERFUL, MANY-PHASED EMPHASIS

We have seen a full page of exploitation photographs published in the English film trade paper, "The Cinema" which reveal to us the extent of the campaign put on in London by the British exploitation force in behalf of the film which has packed the Carlton Theatre for more than five weeks. The campaign ran the gamut from extensive billboarding to window tie-ups in the most exclusive stores, and from sandwich men to newspaper campaigns that were unmissable. All in all an excellent job of work, and a very good picture on which to perform such a job.

MR. HICKS INSPIRED BY C.A. AND S.A. SURVEY

Leaving Brazil for Europe He Announces South American Paramounteers Geared to Concert Pitch

It has been possible to include only a few of the momentous sidelights of Mr. Hicks's Central and South American survey on this page. Not only has he met with the most tremendous enthusiasm at every port touched at, both by Paramounteers and exhibitors alike, but he has seen everywhere the unmistakable evidence of what marvelous potentialities exist in the Latin American territories for all manner of businesses. However, we are concerned here with his reactions to the Paramounteers he met, and with their reactions to him.

Perhaps it is in order at this juncture to indicate his itinerary. He proceeded from New York to Havana, Cuba, by way of Florida. We were able last month to include a glimpse of his arrival in the gay Cuban capital. From Cuba he proceeded to the Canal Zone by way of Jamaica, accompanied by Division Leader A. L. Pratchett. Heavy seas precluded a landing at Kingston, but Exhibitor Audley Morais was enabled to board the steamer as she hove to off Kingston and chatted with Messrs. Hicks and Pratchett for half an hour or so. Then Cristobal was reached (see pictures on this page), and the meeting held there has also been reported elsewhere by cable.

Next in line of meetings was the one in Bogota, Colombia, which also is reported elsewhere. Here Mr. Hicks renewed acquaintance with Mr. Reyes, but this time in his own territory. The trip was continued Southward to Lima, Peru, where the meeting pictured on this page took place. Here Mr. Hicks was joined by Division Leader Benito del Villar, who had travelled northward for the event. Mr. del Villar then accompanied Mr. Hicks to Chile, where a momentous meeting with the exhibitors of Chile took place

THIS CABLE CAPS FOREIGN LEGION LEADER'S CAVALCADE TO DATE

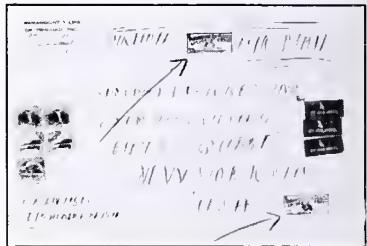
The following gem of a message was sent by Mr. Hicks from Buenos Aires to George Weltner, his executive assistant who is doing a swell job of heading the department in the absence of the Foreign Legion Leader:

SPLENDID MEETING HERE (BUENOS AIRES). HOME OFFICE EXECUTIVES, DISTRICT AND BRANCH MANAGERS. EVERYONE MOST ENTHUSIASTIC. DRIVE QUOTA ASSURED AND ALL CERTAIN YEAR'S RESULTS WILL REACH EXPECTATIONS. REACTIONS TO PRODUCT SPLENDID. 'BUCCANEER' ESPECIALLY CONSIDERED SMASH PICTURE FOR ARGENTINA. EVERYONE SENDS GREETINGS TO YOU PERSONALLY AND EXECUTIVES.

(sgd.) HICKS

General Manager John L. Day Jr., flew over from Rio de Janeiro to join him in Santiago.

The famous journey over the Andes then took place, with Messrs. Hicks and Day arriving in Buenos Aires the middle of last week. (Pictures of this event will reach us in time for next issue.) A cable concerning the highlights of the Foreign Legion Leader's stay in Buenos Aires is to be found on this page. He was joined there by Managing Director John B. Nathan.



Trinidad rubber stamps all mail to tell the world that "Paramount Is On Parade Around the World."

and after a stay of slightly more than a week he left for Rio, accompanied by Mr. Day. He is still in the Brazilian capital as we go to press, but within the next few days will sail for Europe, probably on an Italian steamer directly to the Mediterranean, where he will debark at Villefranche in order to proceed directly to Paris.

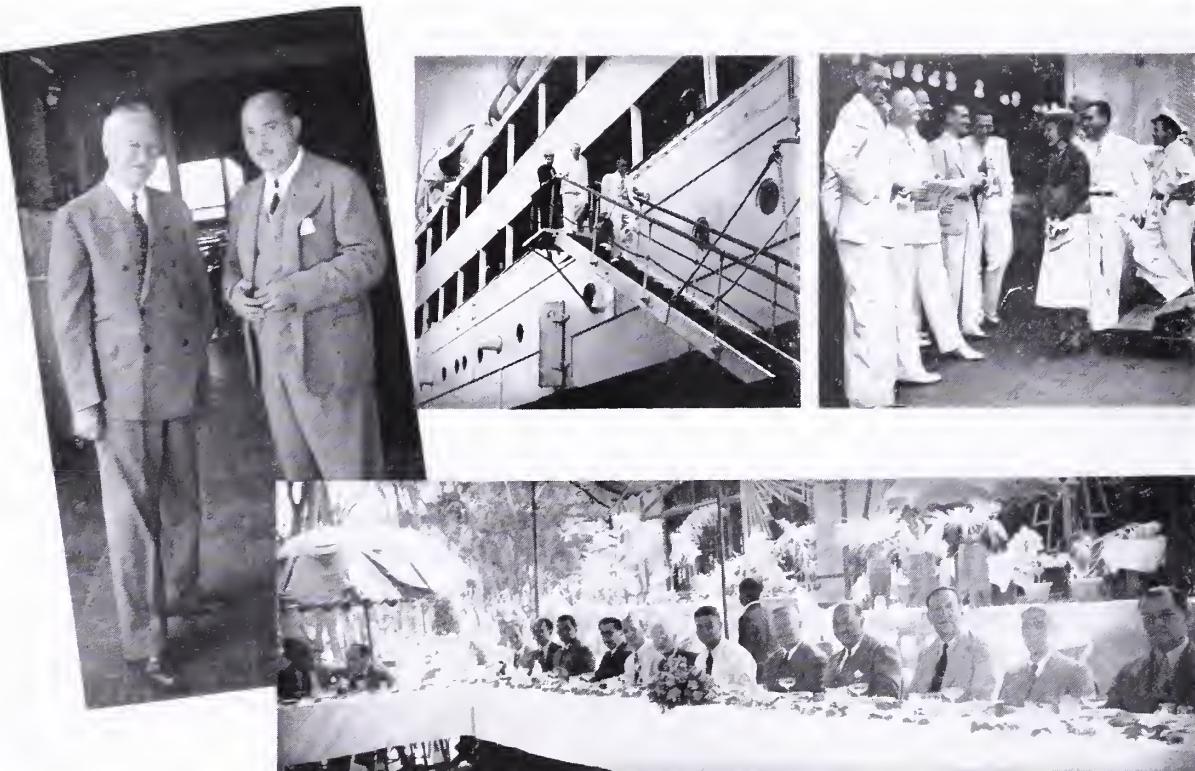
But even at this juncture it is our real pleasure to be able to report to the entire organization that the findings of our Foreign Legion Leader point unmistakably to the fact that the Paramounteers of South and Central America are geared to an extraordinary high pitch not only for the current Drive, nor for this fruitful year of 1938, but for years without end.

ANOTHER RALLY TO THE EXHIBITORS WILL AID YOU

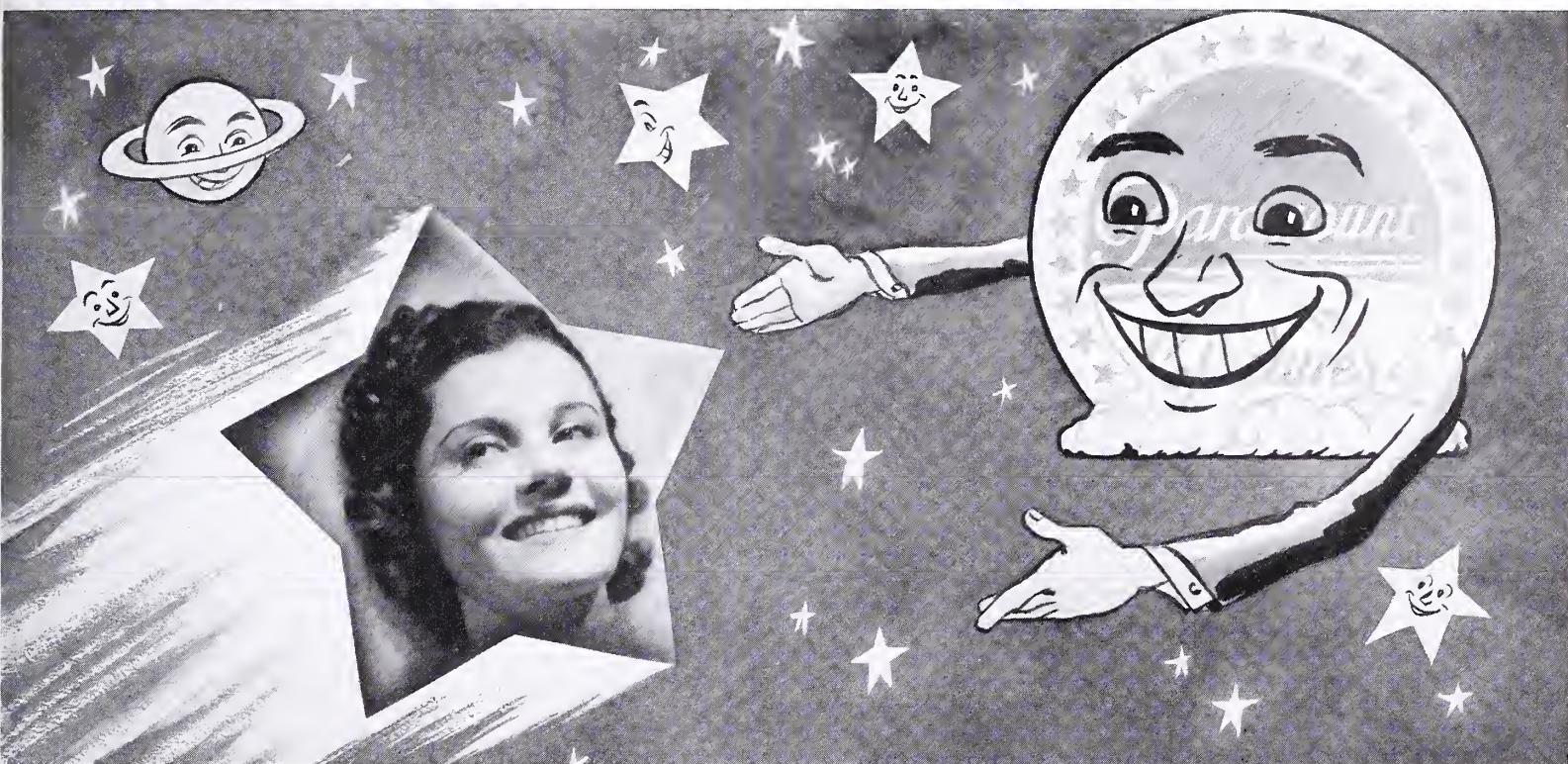
By now you should have a pretty good idea of how the Exhibitor's Contest in your territory is coming along, and whether you need to give them another peping.

Check back over the instructions and make sure that you have everything straight. In New York plans are being made for the judging of all entries submitted from all parts of the world. Then will come the final Hollywood judging, with a committee of Paramount stars, to pick the champion exploiteer of the world.

Make arrangements, also, to get your selection of entries to New York as soon as possible after the closing of the Drive at the end of May.



SOUTH AMERICAN SPOTLIGHTS. The top-right pictures reveal the arrival of Mr. Hicks in Cristobal. First he is shown descending the gangplank, preceded by Division Leader A. L. Pratchett. In the other scene he is shown with a group of Los Revolucionarios, the personalities reading, from left to right: Messrs. L. Constantine, Alvaro Reyes, Hicks, Saul Jacobs, S. E. Pierpoint, A. L. Pratchett and Henry Gordon. The very charming lady is Mrs. Pierpoint. At left, Mr. Hicks is shown with Division Manager Benito del Villar in Lima, Peru. The lower right picture glimpses the Paramount-Exhibitor luncheon tendered the Foreign Legion Leader in Lima. Mr. Osvaldo Urrutia, manager for Peru, reported this event, stressing the fine spirit of appreciation tendered Mr. Hicks for his complimentary visit to Peru. Many fine speeches were made, notably those of Messrs. Benito del Villar, Alejandro Parro, Federico Tong and Mr. Urrutia. It has likewise been reported to us that those present included: Jorge Carevich, Guillermo Delgado, Jean Conia, Jose Manuel Calle, Nicolas Iovane, Jose Cuba, Enrique Jimeno, Jose Vidal, Eduardo Wertheman, Juan Leon, Armando Veliz, Jorge Thornberry, Armando Camacho, Jose Bolivar, Luis Alberti, Jose Codali, Juan Portal ("El Comercio"), Luciano Garcia, Guillermos Gutierrez, Fred Valenzuela, Aurelio Costa Vacaro, Ricardo Pigatti, Jose Figari, Santiago Chinchay and Alfonso Solis. A very fine and representative group, all immensely pleased at the opportunity to meet Mr. Hicks. And we'll say that Mr. Hicks looks mighty pleased too.



PARAMOUNT HAILS OLYMPE BRADNA — MOST PROMISING OF STARS

★ ★ ★

**"O — Lamp !
O Brightness Thou!"**

Ever since she dazzled critics and picturegoers alike with her unforgettable performance in "Souls at Sea," the word has been whispered around the world that Olympe Bradna would soon shine forth as one of the screen's most talented newcomers. Evidence supporting the contention was to the effect that Miss

Bradna has inborn talent, the priceless asset of youth, and the whole-souled backing of a studio determined to launch her forth as a first magnitude star.

The result is on exhibition for the world to see in "Stolen Heaven."

It requires no words of praise here, no extravagant superlatives, no unnecessary adjectives to carve the fact that Miss Bradna has delivered everything expected of her, and more. The evidence leaps from the screen with an impact which at once dazzles and satisfies.

Miss Bradna has arrived: she is a star. She is Paramount's star, and she will glorify Paramount as we glorify her.

It's the same old story that's happily ever new. Stars come to a company, and stars leave a company. And for every star who departs our company for other fields, a new star arrives—a star of the charm and calibre of Olympe; a star who, despite her great brilliance in "Stolen Heaven" has her best years still ahead of her.

We ask you to screen "Stolen Heaven" as soon as you can, and to see in it not only a good picture (it has superb drama, magnificent music, and a glowing performance by Lewis Stone also), not only what we have bracketed here, but the symbol of the advent of new star-power to Paramount.

Olympe Bradna has all of the Cinderella elements mixed in with her career, and this is all to Paramount's benefit. Several decades ago this Cinderella element came to us in the person of Mary Pickford. Ten years later Clara Bow brought it to us. Today it is Olympe Bradna.

We intend to do everything within our power to give Miss Bradna the world-wide acclaim this picture's promise entitles her to. We feel, however, that once you have glimpsed the picture, and thrilled to Olympe's magnificent ability, anything we might do here will be minute compared with the spontaneous efforts that you will at once launch locally.

You see, she really **is** that good!

BIG FILMS UNDER WAY

Flash News!

Fuzzy Knight has been added to the cast of *Spawn of the North*. He will play the role of an American troubador. Also in the picture is Louise Platt, a newcomer playing her first major role in the company of such veterans as Dorothy Lamour, John Barrymore, Akim Tamiroff and Lynne Overman, with Henry Hathaway directing.

Donald O'Connor, an unknown youth in the teens, has sung his way to a magnificent role in *Sing You Sinners*, formerly known as *Harmony For Three*. The youngster was given this marvelous opportunity by Director Wesley Ruggles, who is making the picture with Bing Crosby and Fred MacMurray in the other two spots.

Elvira Rios, beautiful Mexican singer, has done so well in *Tropic Holiday* that the National Broadcasting Company signed her to an American sustaining program.

Jack Benny, star of *Artists and Models*, and also renowned as a radio star, is at present in New York City but will return to Hollywood very shortly in order to prepare for *Artists and Models Around the World*. This will be an Arthur Hornblow, Jr. production, with backgrounds actually filmed against the Paris World's Fair.

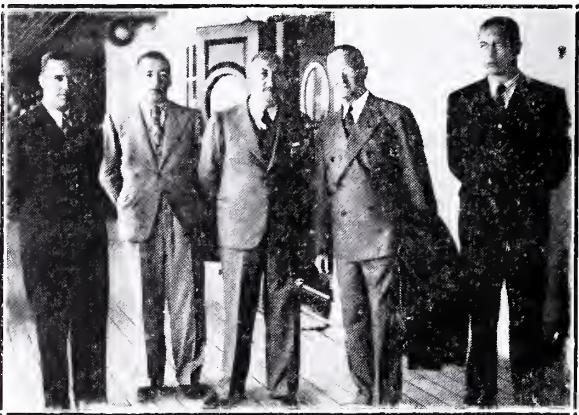
The *Boolo* unit has returned to Hollywood from Malaya. We hear that they have some sensational footage, which will be woven in with a story to be completed within the studio. It is our confident expectation that this animal epic will be one



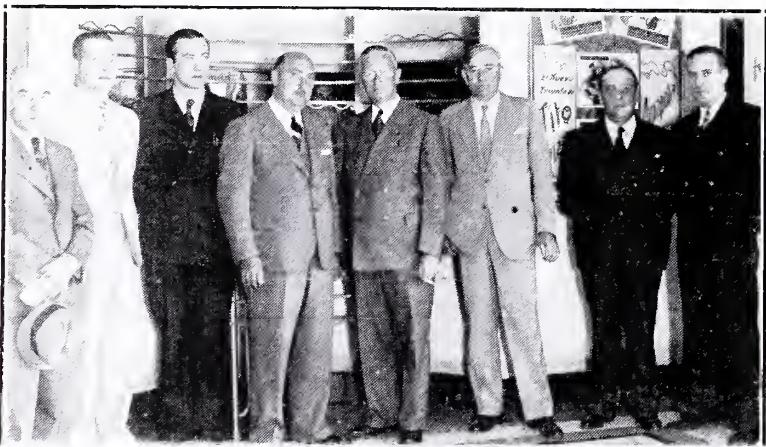
STUDIO SURE GOES MEXICAN

The influence of *TROPIC HOLIDAY* is having as profound an effect on our studio personnel as the Mexican motif of this picture will have on the rest of the world once it is released. Note here what it is doing to pretty Helaine Moler, one of Paramount's junior contract players.

MR. HICKS IN CHILE



veracity of Mr. del Villar's statement. In this first camera shot, Mr. Hicks is shown being greeted on the "Santa Lucia" by Messrs. del Villar, Le Dantec (editor of 'La Union'), Marinovic (manager of the Valparaiso Theatre), and Leiva, (manager of the Real). In the lower picture, Mr. Hicks, in company with Messrs. John L. Day, Jr., Benito del Villar, and Honorio Garcia (Paramount branch manager at Valparaiso) visit the Valparaiso Theatre.



of the outstanding contributions to next season's program.

Tito Guizar goes right into *St. Louis Blues* following completion of his work in *Tropic Holiday*.

Betty Grable has been selected by Producer Arthur Hornblow, Jr., for one of the featured roles in *Artists and Models* of 1938. Jack Benny is the star of the picture. He was also the comedy star of the previous *Artists and Models*.

John Howard and J. Carroll Naish will be in the cast of *Prison Farm*, the picture dealing with life on a prison farm.

Paris Honeymoon is scheduled to start May 16. The picture will co-star Bing Crosby and Francisca Gaal.

Duncan Renaldo, star of the silent era, has a role in *Tropic Holiday*.

Walter Brennan, who had a fine role in *The Buccaneer*, has been added to the cast of *The Texans*.

It is Louise Campbell, of course, who gets the coveted role of the female lead in *Men With Wings*.

Angelo "Hank" Luisetti, America's ace basketball star, has been signed to an exclusive Paramount contract. He will start work in his first Paramount picture late in June. Its title will be *Campus Confessions*. Luisetti was the most sought after young man in Hollywood this past month, with

Paramount winning the race for his services.

A title change! The picture known by several titles during production, the last of which was *Crime Gives Orders*, will reach the release schedules and the screen as *Hunted Men*.

George Hayes, the bearded "Windy" of the "Hopalong Cassidy" series, has been signed to a new Harry Sherman contract. This should be good news to those who missed the popular actor from the last two "Hopalongs" completed.

For the first time in one of his pictures Bing Crosby does not win the girl at the end. The picture is *Sing You Sinners*, in which Bing appears as a ne'er do well singer who is content to drift lazily along with the tide.

Accordingly, the girl goes to his energetic screen brother, Fred MacMurray. The girl in question is Erin Drew, until recently a salesgirl in a Hollywood confectionery store.

Official! Work on *Spawn of the North* actually commenced March 21st. Henry Hathaway is the director, Albert Lewin the producer, and the cast is headed by George Raft, Georges Rigaud, Dorothy Lamour, Akim Tamiroff, Lynne Overman, Louise Platt and Fuzzy Knight.

Behind the Eight Ball has been selected as the final title of the W. C. Fields picture hitherto known as

"Spawn of the North" actually started being celluloided March 21. On that day cameras commenced turning on action involving George Raft, Georges Rigaud, Dorothy Lamour, John Barrymore and Akim Tamiroff. There is perhaps the best all-star cast Paramount has lined up for a picture in a long while.

At the same time the initial shots for "Men With Wings" were being made. This large-scale Technicolor picture involves Fred MacMurray, Ray Milland, Louise Campbell, Andy Devine, Virginia Weidler, Raymond Walburn and Edgar Kennedy. The picture will be several months in production for it is scheduled as one of Paramount's biggest efforts.

"Tropic Holiday" is all through with the shooting, and editing is proceeding at measured pace. Reports are all on the side of enthusiasm, and we are indeed expecting a great deal from this colorful musical.

Slated also with the outstanding of our Studio's current efforts is "The Texans," a massive-scale outdoor film with an excellent cast and a story of readily understandable appeal; also "You and Me," which director Fritz Lang has completed so far as shooting is concerned, but which he is editing with painstaking care because of his belief that he has registered the outstanding cinematic performances of Sylvia Sidney and George Raft in it; and among the other pictures still in work and entitled to the group heading at the top of this page, are—"Cocoanut Grove," a musical woven around a particularly delectable section of Los Angeles' Ambassador Hotel; "Doctor Rhythm," in which Bing Crosby and Beatrice Lillie co-star; and "Prison Farm," Paramount's contribution to the current penitentiary cycle.

Things Began to Happen. The title is an American one which refers to people who are put in tough spots domestically, socially and generally by circumstances over which they have no physical control.

Lloyd Nolan and Mary Carlisle head the cast of *Prison Farm*. The picture will be a melodrama against a background of a prison farm.

Ray Milland, following completion of his work in *Tropic Holiday*, had hoped for a vacation in his native England. However he has had to step directly into his role in *Men With Wings*. When that is over he hopes to get across to England for the vacation before returning in July to go into *The Light That Failed*,

BIG FILMS STARTING SOON

ANOTHER "HOPALONG" TO TOP "BORDERLAND"

Paramounts particularly in the Latin American countries will remember the excellent local appeal added by the Harry Sherman Corporation to the "Hopalong Cassidy" production, "Borderland." That film showed people south of the Rio Grande in a very favorable light.

Now comes word through Jack D. Trop, general manager of the Sherman Corporation, to the effect that they are planning another picture in which the Mexicans will be shown in an extremely heroic light. For the present the picture is called simply "The Fox Returns."

HOLLYWOOD FOREIGN CORRESPONDENTS LIKED "BLUEBEARD'S EIGHTH WIFE"

We pass along to you the following comment in Luigi Luraschi's weekly report from the Studio:

We screened "Bluebeard's Eighth Wife" for the foreign press this week and it was very enthusiastically received by the audience who laughed throughout and applauded the picture at the end.

GARY COOPER "TOPS" IN JAPAN

We have word from Mr. J. W. Piper that Gary Cooper is so pre-eminently the cinema favorite in Japan that the Benten-za Theatre will celebrate a Gary Cooper Week.

It so happened that this house opened on April 11, 1935 with "Lives of a Bengal Lancer" as the premiere attraction. During the same period of 1938, when the house is about to undergo an important change, it is planning this Gary Cooper Week, and has booked "Lives of a Bengal Lancer" as the week's attraction.

Gary is sending greetings from Hollywood for the occasion, and the people of Osaka will reveal in no uncertain fashion just what they think of the tall handsome star.



LOOKS TREBLE-Y NICE

Gladys Swarthout, who certainly knows her notes, is shown here in a necklace of her own design. We assume that when you tickle the ivories Gladys gives forth a song. Meanwhile she is giving forth melody in *Romance in the Dark*.

BRADNA WINS A FAMOUS TUTOR

So highly does Paramount regard Miss Bradna's future, as revealed in "Stolen Heaven," that John McCormack, world famous tenor, has been hired by the company to serve as Olympe's singing tutor. Here she is shown having her first singing lesson, while Boris Morros, head of Paramount's music department, and the genius who conceived the idea of engaging McCormack, looks on with manifest pleasure at the promise shown.



DE MILLE ANNOUNCES "UNION PACIFIC" AS HIS NEXT PARAMOUNT PRODUCTION

On Monday, March 28, Cecil B. de Mille announced to the world through the printed and radioed word that his next Paramount production will be "Union Pacific." This theme, epic in scope so far as history is concerned, will be treated in epic fashion on the screen.

"Union Pacific" will deal with the building of one of the mighty railroads across the Western plains of America. Connected with this memorable undertaking was much glamorous history of the type which made "The Plainsman" so memorable. In fact, according to deMille's own statement, "the story will concern the laying of railroad track between Omaha and Ogden in defiance of fire, floods, Indians and interests attempting to stop the road from going through."

In short, it will be one of Paramount's major productions this year and will go into work in time for release before the end of 1938. The picture supplants deMille's plans to make "Hudson's Bay Company."

It is also stated by deMille that "There has been no big railroad picture since 'The Iron Horse' fifteen years ago, and in 'Union Pacific' we intend to use the entire canvas of America's expansion to the West in much the same sense that we did in 'The Plainsman'."

There is no news regarding casting yet, but Mr. deMille promises the very best cast available, and certainly one with stellar names at the top.

OLYMPE BRADNA NOW ON PERSONAL APPEARANCE TOUR IN UNITED STATES

Strong evidence of Paramount's faith in Olympe Bradna is shown in the fact that she is currently on a personal appearance tour of the United States, appearing in upwards of 30 cities in connection with the presentation of "Stolen Heaven."

In every instance reported to date she has been enthusiastically received, with critics paying her the highest compliments and picture fans streaming to see her in thousands.

It begins to look, so far as Miss Bradna is concerned, that "Paramount's Got Something There!"

This is our companion piece to the feature article on the opposite page, and is submitted because good things come in pairs—in this case the big pictures about to start pairing with those already under way.

Biggest of the new ones starting soon is "If I Were King," in which a redoubtable favorite named Ronald Colman will have the lead under the direction of Frank Lloyd. Playing opposite him will be one of Paramount's most promising leading women, and the chances are that this film will thus mark the Hollywood debut of the glamorous Isa Miranda. "If I Were King" is the story on which "The Vagabond King" was originally based, therefore it needs no further endorsement here as an A-plus romantic and action drama. Frank Lloyd will bring to its direction the magic movie mastery he displayed so effectively in "The Mutiny on the Bounty," "Cavalcade," "Under Two Flags" and "Wells Fargo."

At about the same time as this one starts, cameras will start rolling on "Artists and Models," the 1938 version being set against an international background, much of it involving the famous Paris World's Fair.

Then there will be "Bulldog Drummond in Africa," in which the famous adventurer will solve a notable problem, possibly the reason why Africa is known as the Dark Continent.

However, in all seriousness, there's not only a big programme of production under way, as the opposite page testifies to, but a still bigger one being launched.



HAWKINS RECEIVES MERITED LONDON PROMOTION

Mr. J. C. Graham, Managing Director of Paramount Film Service Ltd., announces the appointment of Mr. G. H. Hawkins as Director of Publicity and Advertising of Paramount in Great Britain, succeeding Mr. F. L. C. Thomas, whose resignation, due to private reasons, was accepted by the Company last month.

Mr. Hawkins has been with Paramount for the past nine years as Manager of the Ad-Sales Department, and Mr. Graham's present plans provide for Mr. Hawkins assuming control of both departments of the company. This brings under one head two essentially allied activities.

Mr. Hawkins' background prior to his Paramount association has been a most colorful one. Following a spell in the film business in the silent era, he became a miner in South Africa, then an actor on the stages of the same part of the world, and then took to wandering for adventure's sake in the wilds of the Gold Coast, reputedly one of the toughest spots in the world, climatically, in which to live.

His many Paramount friends in all parts of the world wish him the greatest success in his new post.



Sydney's Quota Cartoon referred to on this page.

"AMAPOLA" BREAKING RECORDS IN CHILE

The following is one of several enthusiastic cables sent by Mr. Hicks during his South American survey:

"AMAPOLA DEL CAMINO"
BREAKING RECORDS VALPARAISO AND SANTIAGO.

All of which augurs very well for Tito Guijar's reception in "The Big Broadcast of 1938" and "Tropic Holiday."

PERSONALS

NOTES ANENT SUNDRY PARAMOUNT PUBLICATIONS

Back on deck is our old friend from the pampas, "Los Gauchos" of Argentina, Paraguay and Uruguay. The number before us deals in detail with the Convention which smacked out 1937 and welcomed 1938 with typical Gaucho hospitality. The issue of the magazine is replete with sidelights on that famous gathering, and also has a résumé of the imposing line-up of Paramount's 1938 product.....Also fetched by the mails around that time was a fine herald on *The Buccaneer* from Prague. This symbol of a mighty picture was replete with old-time atmosphere, yet it reflected the timeliness of today by bearing the inevitable Paramount Trade Mark.....London's offering of around this period was an issue of "Paramount Service" which among other things announced in irresistible terms the details of the Paramount Exhibitor Contest in connection with the Around the World Drive. The issue of the famous house organ contained not only the details of the Contest, but also a detachable application form, perforated for detachment with the speed that we know must have been evidenced by hundreds and possibly thousands of British exhibitors.

From Bombay came a most attractive programme on *Ebb Tide*, printed in three colours and made available to all exhibitors in India screening the technicolor picture, according to Publicity Manager Lew da Silva, responsible for the herald's creation.....Issue Number 25 of Holland's "Paramount Koerier" was practically a *Buccaneer* issue, which to our way of thinking is a pretty blameless state of affairs. The editor of this ever-sprightly house organ certainly was enthused over the picture, as well he might be.....And so was the editor of Roumania's "Gazeta Paramount," for he also devoted much space to the picture in his most recent issue. But he also did this: he used two of his pages to also list all of the Paramount releases of the year, indicating that while *The Buccaneer* was a marvelous picture, it was but one of a profit-making programme of films.

Another note from Prague concerns a fine herald on *Wells Fargo*, produced with the same care and showmanship as the herald referred to earlier.....And now a note or two regarding the February issue of London's "Paramgram." Foremost among the attention-compelling items on the front page was a reference to the recovery of General Sales Manager Montague Goldman from his recent serious illness. Everyone in the organization expressed the most grateful thanks to Providence for this recovery. Much of the remainder of the issue dealt with *The Buccaneer*, the general excellence of the picture itself as well as the success of the Carlton Theatre premiere. We liked also the centre double-spread entitled "A Pictorial Survey of Paramount Events," in which local Paramount happenings were told in pictures.

The cover of France's "La Parade Paramount 1938" is so compellingly



France has again put over a 'sock' issue of a house organ.

attractive that we have illustrated it above. The issue of course is designed to precipitate the international contest in France and affiliated territories with the proper impact, and it certainly succeeds in this purpose. The Drive is dedicated to Mr. Fred W. Lange, and the issue contains punch-packed salutes from Messrs. Henri Klarsfeld, Maurice Poirier and others. There is also news concerning the forthcoming visit to Paris of Mr. Hicks, scheduled for late in April.

Czecho-Slovakia's "Novinky Paramount" has an issue dedicated very effectively to *Wells Fargo* and *Bluebeard's Eighth Wife*, with stellar attention also to Akim Tamiroff and Isa Miranda. The issue is in two colors, with a fine portrait of Claudette Colbert on the cover.

Poland's "Doradca Filmowy" for March, in addition to many other fine features, has on the cover one of the most interesting novelties we have seen in a long while. It consists of a die-cut Paramount Trade Mark which, when lifted up, spreads like a concertina, revealing on each side of the folds a scene from *The Buccaneer*. The issue, incidentally, is devoted almost exclusively to this deMille picture, but space is also found for *Daughter of Shanghai* and *Wells Fargo*.

February 10th issue of Australia's "Paramount On Parade Punch" is largely a Hurworth issue, consisting of excerpts from many of the letters received by the General Sales Manager from the field in response to his blast of information telling the sales force just how and why Paramount is on Parade. The issue also told of the visit of inspection then being paid the Dominion of New Zealand by Managing Director Harry Hunter.

The late February issue of Australia's "Paramount Punch on Parade" was well up to standard. In fact its front page cartoon was so good that we have reproduced it in another col-



Brazil's "Paramount em Accao" continues to charm and interest us despite a complete lack of understanding its language. However its news is set forth so effectively, and cartooned so emphatically, that even without understanding the Portuguese of Brazil we get a good drift of things. For instance there is the cartoon which we have here reproduced. It needs no knowledge of the language to know what this is all about. And it needs no knowledge of the language to understand that Brazil seems determined to come to the top of the pile in the Paramount on Parade Around the World Drive.

umn on this page. The issue dealt in detail with Managing Director Harry Hunter's recent visit to New Zealand, and also with certain other local events which we have treated editorially in our current issue.

The March issue of Bucharest's "Gazeta Paramount" is certainly an enthusiastic boost for Cecil B. deMille's *The Buccaneer*. Page after page of praise for this magnificent film in Roumania's foremost film house organ testifies to the esteem in which the film is held, and is at the same time a prophecy of what may be expected in the way of successful returns.

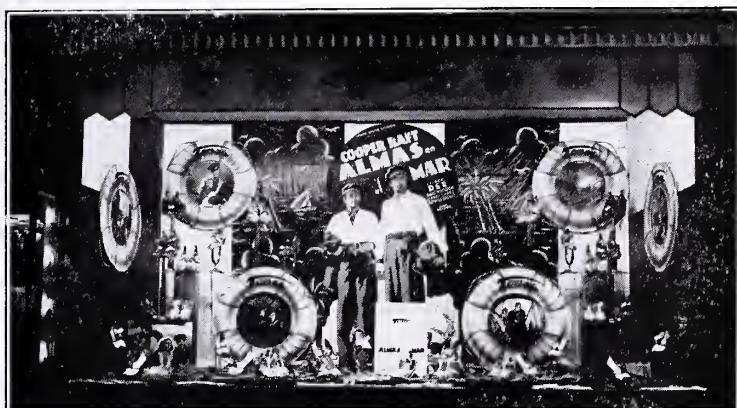
Another last-minute arrival was "Noticiario Paramount," the new publication which makes an appearance in Lisbon, Portugal, to tell local Paramountees and exhibitors the good news about forthcoming Paramount product. It is one of the finest of our house organs, extremely well edited.



ONE OF THE GREAT THEATRICAL AUTHORITIES

Founder of *Theatre Magazine*, playwright and world authority on theatrical lore, Arthur Hornblow, Sr., visits with Fred MacMurray on the set where his illustrious son, Arthur Hornblow, Jr., is producing *TROPIC HOLIDAY* for the world's entertainment.

DRIVE WILL RE-PROVE EXPLOITATION'S WORTH



BUENOS AIRES SEES MAGNIFICENT WINDOW TIE-UP

This window tie-up in the Tousa Department Store in the Argentine capital represents not only the finest achievement of its kind in that part of the world, but also the highspot of a magnificent campaign engineered by Publicity Director Guillermo Fox. The benefitting picture was "Souls at Sea," and the window shown above, while the highspot of the campaign, was but one of several similarly treated.

MARLENE DIETRICH
IN
ANGEL
HERBERT MARSHALL AT



YOU MAY NOT WANT A SPECIAL
BUT THERE ARE FREQUENT DAILY SERVICES TO PARIS
by
IMPERIAL AIRWAYS
'TO PARIS WHILE YOU LUNCH'

FLYING "ANGEL" PARAMOUNT'S WORLD-WIDE TIE- UP ON THE IMPERIAL ROUTE

The homeward-bound Empire traveller who steps on an Imperial Airways' plane for London at Karachi will have brought to his notice an important picture which he can see in England.

This is one of the results of an almost world-wide advertising campaign which Paramount has arranged with Imperial Airways whereby posters will be displayed drawing attention to the Paramount Picture, "Angel."

This enormous tie-up, probably one of the most sweeping ever effected, was arranged by Henry Taylor of the Paramount Exploitation department and gives us a tremendously advantageous blanket advertisement for the Ernst Lubitsch production "Angel," starring Marlene Dietrich, in all parts of the world.

Imperial Airways have prepared a special line and halftone poster in two colours advertising "Angel," which they are displaying in every travel agency in Great Britain as well as at all airports in the Imperial route in Europe, India, Africa, Australia, Palestine, Iraq, Siam, Hongkong, Penang, Malaya and Burma. All costs of printing, publishing, distribut-

ing and displaying the posters are being borne by Imperial Airways.

It is of interest that the whole tie-up is built around a shot in the film, in which Herbert Marshall rings up Imperial Airways and charters a plane for Paris. This provides a good illustration of how mighty exploitation oaks can be made to spring from the tiny acorns of production details.

FACTOR ORGANIZATION IS MATE- RIALLY AIDING THE DRIVE

From the Max Factor cosmetic organization in Hollywood, by way of Advertising Manager Cliff Lewis' office in the Hollywood Studio, has come an ample bulletin attesting to the great aid being rendered our Paramount on Parade Around the World Drive by Mr. Factor and his helpers in various parts of the world.

This bulletin reveals the various store tie-ups which have been effected by the Factor organization in all countries where they have representation, and also shows the other fashion in which Factor is aiding the big Paramount venture.

Inasmuch as we have requested that copies of all Max Factor publicity and exploitation information be sent to all Paramount offices during the period of the Drive, it is unnecessary for us to go into details here. Suffice it to say that we are receiving

There isn't any doubt about the fact that the Paramount On Parade Around the World Drive will be won by those territories with the greatest appreciation of the worth of cinema exploitation. The exhibitors with the best sense of exploitation will be the ones most likely to share in the exhibitors' prizes, and the territories in which the exhibitors win the prizes will be the ones in which the local Paramountees will also emerge as the prize winners. Just add that up in the light of your own situation in the Drive and see where you come out!



**HAVANA EXPLOITATION FOR
"BUCCANEER" FINE**

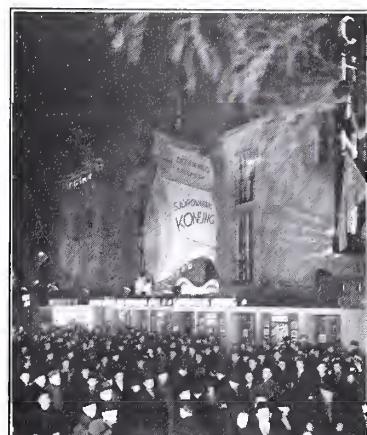
Pictured herewith is one section of the lobby of the Encanto Theatre in Havana, Cuba, showing one of a number of cutouts for "The Buccaneer." We have also seen pictures of some of the window tie-ups and other phases of the lobby show put on for the Cecil B. deMille action epic. It all speaks very well for the campaign planned by Manager J. D. Rapoport in conjunction with the management of the Encanto, a campaign which resulted in the stirring cable regarding the picture's season which is to be found on another page.

great aid from the Factor Company in this Drive, and we trust that this aid is being reciprocated wherever practicable.



BEAUTIFUL STOCKHOLM WINDOWS FOR "WELLS FARGO"

One would travel many miles and many years before encountering a more beautiful window display than this one from Stockholm, designed as a cooperative tie-up with "Wells Fargo." Bengt Jansson was the Paramount publicist responsible, and the keynote of the dignified display was Miss Frances Dee, one of the Frank Lloyd film's stars.



SWEDEN'S CHINA

When a picture clicks at the magnificent China Theatre in Stockholm the hearts of the Paramount Vikings are light, for it means that picturegoers throughout Sweden are awaiting the new film with wide open eyes. Thus is prognosticated the success of "The Buccaneer" following the scene above, which depicts the milling crowd seeking admission to the DeMille opus when it opened at the China on February 23rd. General Manager Carl P. York wrote no specific word of the film's success, saying merely that this picture would speak for itself.

TRINIDAD VERY MUCH ALIVE TO PARAMOUNT'S DRIVE

Thanks to the spirited and generous cooperation of Accountant E. C. Telfer, who was subbing in Port of Spain during the absence in Cristobal of Manager Henry Gordon, we have received a liberal batch of evidence dealing with the inaugural of the Paramount On Parade Around the World Drive in Trinidad.

The evidence reveals that "Angel" was the premiere attraction, and its exploitation was most comprehensive. Newspaper publicity was secured in liberal fashion, there were abundant and most effective window tie-ups, the Vice-Regal party headed by His Excellency the Governor attended the film's premiere, and many other things were done to make the event memorable.

We sincerely thank Mr. Telfer for his vigorous work in behalf of the Drive, and also for his thoughtfulness in rushing the evidence to us in time to be reported in this issue of Paramount International News.

SLOGAN

The following very effective slogan is used unremittingly by the Paramount organization in Great Britain:

**Profits Mount
with
Para-Mount**

PARAMOUNT EN PARADE AUTOUR DU MONDE

Au moment où ce numéro paraît, notre campagne est âgée d'un mois. Nous ne pouvons pas vous dire combien nous regrettons l'impossibilité de vous informer de la situation respective des Divisions et des Pays. Les chiffres concernant le mois de mars ne seront pas disponibles avant deux semaines d'ici, de sorte que c'est dans notre numéro du premier mai que l'on trouvera indiquées les positions à la fin du premier mois.

La tournée que M. Hicks fait en ce moment en Amérique du Sud est très réussie. Il est en ce moment à Rio de Janeiro où il restera pendant un peu plus d'une semaine avant de s'embarquer pour l'Europe. Nous publions autre part dans ce numéro quelques à-côtés sur ce voyage, et le fait est bien clair d'après les photographies et les rapports que les Paramounttais dans les divers pays visités étaient aussi pleins de joie de voir M. Hicks que celui-ci était content de les voir.

Le mois de mars a été un excellent mois pour les nouveaux films. Marchant sur les talons de "Her Jungle Love" est venue l'hilarante et brillante comédie d'Ernst Lubitsch, "Bluebeard's Eighth Wife." Cette comédie est superbement jouée par Claudette Colbert et Gary Cooper, et c'est une prédiction bien sincère de notre part qu'elle comptera parmi les trois films les plus réussis de M. Lubitsch.

Nos Paramounttais sont certainement heureux que Ronald Colman ait signé pour un film Paramount. C'est le premier film fait pour nous par Colman depuis l'événement historique qui fut son interprétation de "Beau Geste." On croit que son nouveau film pour nous sera "If I Were King" et Frank Lloyd dont le "Wells Fargo" recueille des brassées d'applaudissements, sera son producteur-directeur.

L'enthousiasme pour "Tropic Holiday" continue sans relâche. Où nous en sommes, nous, dans les bureaux, nous sommes enthousiasmés par le défilé constant de photographies enchanteresses du film et les rapports de nos observateurs à Hollywood, gens qui ont subi l'épreuve, en lesquels ont peut avoir confiance car ils ne s'émeuvent pas aisément.

Nous présentons nos plus chères félicitations pour l'avancement accordé récemment à deux méritants Paramounttais, M. M. F. Jordan qui vient d'être nommé gérant en Pologne, et M. Jacob Fruend précédemment en vendren en Jugoslavie qui remplace M. Jordan comme gérant dans ce pays.

Des cables nous disent le grand succès remporté par "The Buccaneer" à La Havane, Cuba et "Angel" à Buenos Aires, Argentine. MM. Jasper D. Rapoport et John B. Nathan, les signataires des cables, ne ménagent pas leur enthousiasme dans leurs messages, comme vous le verrez en lisant les originaux autre part dans ce numéro.



POPEYE OFF ON HIS PARADE AROUND THE WORLD

As reported elsewhere, Popeye the Sailor, the human-sized effigy of the famous cartoon character, has already left New York bound for the biggest adventure of his life. He travelled to the Crossroads of the World by air, but before he left the studio he posed for a few more pictures to supplement the ones we showed you last week. In the four scenes above he is shown (a) with Olympe Bradna, who is handing him the autograph book that he will carry with him wherever he goes; (b) with W. C. Fields, who is presenting him with film containers carrying the flags of Australia and New Zealand; (c) with Dorothy Lamour and a symbol of the Straits Settlements (where of course Dorothy is little short of a goddess); and (d) with a young comedian named Harold Lloyd, whose "Professor Beware" is so near to completion that we expect to see a screening momentarily.

A PARAMOUNT EM DESFILE ao redor do mundo

Ha um mês, precisamente, iniciámos o nosso *drive* internacional. E muito lastimamos não poder ainda, neste momento, dar nenhuma informação definitiva sobre a posição das Divisões nos respectivos países. Como os algarismos referentes ao mês de março não serão conhecidos senão daqui a duas semanas, quer isto dizer que a edição de primeiro de maio apenas dará notícia das cifras arroladas no primeiro mês.

A viagem que Mr. Hicks fez pela América do Sul coroou-se dos melhores resultados. Neste momento o nosso chefe acha-se no Rio de Janeiro, onde permanecerá um pouco mais de uma semana, antes de sua partida para a Europa. Nesta edição publicámos alguns pormenores dessa viagem—aliás de grande relevo, pois são na maioria aspectos fotográficos que testificam da maneira condigna e magnifica como Mr. Hicks foi recebido em todos os países do seu itinerário.

Março foi um mês magnífico para nós, por ter assignaldo o aparecimento de varias das nossas esplêndidas produções. Tivemos "Idyllio na Selva," bello filme todo colorido, e logo depois "A Oitava Esposa do Barba-Azul," direção de Ernst Lubitsch, tendo por protagonistas a Claudette Colbert e Gary Cooper. Não temos dúvida em afirmar que esta é uma das melhores realizações do famoso Lubitsch.

Notícia merecedora de alviçaras, em todo o mundo paramountez, é o contrato de Ronald Colman, que iniciará o trabalho com a nossa marca no filme "Se eu fôra Rei," o qual será breve produzido. Mr. Colman não é aliás nenhum estranho no nosso quadro de artistas, pois foi num filme da Paramount—"Beau Geste"—que elle se revelou como astro da tela. O filme "Se eu Fôra Rei" será dirigido por Frank Lloyd, que ha pouco nos deu "Uma Nação em Marcha," trabalho que nada deixa a desejar.

Continuam a chegar dos estúdios as mais entusiasticas notícias sobre "Tropic Holiday," mas até agora temos participado desses écos de optimismo graças aos photos que temos visto, os quaes são realmente magnificos. A julgar por elles, cremos a nossa opinião não se modificará—antes será aumentada para melhor—quando virmos a fita.

Temos o prazer de anunciar duas

promoções observadas recentemente nas fileiras paramountistas na Europa. Mr. M. F. Jordan foi nomeado ha pouco gerente na Polonia e Mr. Jakob Freund, ex-gerente de venda na Jugoslavia, foi elevado ao posto que Mr. Jordan desempenhava naquelle paiz. A ambos os nossos parabens.

Telegrammas vindos de Cuba dizem-nos do grande exito ali optido ali pela nossa super produção "Lafitte, o Corsario," o mesmo se tendo registado em Buenos Aires com relação a "Anio," de Marlene Dietrich. Mr. Jasper D. Rapoport e John B. Nathan, directores territoriaes daquelles dois centros, é que nos deram essas alviçareiras notícias.

DESFILE MUNDIAL DE LA PARAMOUNT

—Coincide la fecha de nuestra publicación con la que marca el término del primer mes de nuestra campaña. Viva contrariedad nos causa no poder suministrar aquí dato alguno acerca de la posición que ocupan las diferentes divisiones y países. Pero ocurre que los cálculos de marzo tardarán todavía dos semanas en quedar listos, por manera que será sólo en la edición del 1º de mayo cuando estaremos en capacidad de informar tocante a las posiciones del primer mes.

—La jira de inspección que el señor Hicks efectúa en la América Latina está resultando un éxito completo. El señor Hicks se halla actualmente en Río de Janeiro, donde permanecerá algo más de una semana, antes de embarcarse con rumbo a Europa. De las informaciones a que damos cabida en otro lugar, sale claro y patente que la viva satisfacción experimentada por el distinguido viajero corre parejas con la que sienten los paramountistas de los países que va visitando.

—Marzo ha sido mes estupendo en lo que toca a nuevas películas. A la zaga de "Pasión Salvaje" ("Her Jungle Love") llegó la más regocijada y brillante de las comedias de Ernst Lubitsch: "La Octava Mujer de Barba Azul" ("Bluebeard's Eighth Wife"). Claudette Colbert y Gary Cooper están soberbios en esta chistosísima película, a la cual no vacilamos en an-

(Continued on Page 12)

PARAMOUNT AUF PARADE RUND UM DIE WELT.

Der neue Wettbewerb ist gerade einen Monat alt und wir bedauern ausserordentlich, dass wir noch nicht in der Lage sind die ersten Filial- und Länderstände zu verkünden. Da die Zahlen für den Monat März erst in etwa zwei Wochen herauskommen, werden wir sie nicht vor dem 1. Mai zum Abdruck bringen können.

Herrn Hicks Südamerikareise war in jeder Beziehung von Erfolg begleitet. Herr Hicks befindet sich zur Zeit in Rio de Janeiro und wird sich dort noch eine Woche aufhalten, um sich dann nach Europa einzuschiffen. Wir bringen in einem anderen Teil dieser Ausgabe diverse illustrierte Berichte, aus denen nur zu deutlich hervorgeht wie ungeheuer begeistert alle Paramountler waren, denen Herrn Hicks Besuch galt.

Der Monat März war ein ganz idealer Premierenmonat. Auf den Fersen von "Her Jungle Love" folgte Ernst Lubitsch's leichte, sprühende Komödie "Bluebeard's Eighth Wife." Dieser Film ist für Claudette Colbert und Gary Cooper wie geschaffen und wir sagen bestimmt nicht zuviel, wenn wir unserer Ueberzeugung Ausdruck verleihen, dass dieser Film zu den drei prächtigsten Lubitsch Kreierungen zählt.

Jeder, dem Paramount's Interesse am Herzen liegt, wird hocherfreut sein ob der Nachricht, dass Ronald Colman für einen Paramount Film gewonnen worden ist. Es ist dieses das erste Mal seit seiner, in den Annalen des Films unvergesslichen Porträtiertierung in "Blutsbrüderschaft," dass Colman für einen Paramount Film verpflichtet worden ist. Ronald Colman wird voraussichtlich die Hauptrolle im Film "If I Were King" übernehmen, den Frank Lloyd, dessen "Wells Fargo" überall hervorragende Geschäfte macht, in der Rolle von Produzent-Regisseur inszeniert.

Die Begeisterung für "Tropic Holiday" kennt keine Grenzen. Wir hier in New York können momentan noch kein persönliches Urteil fällen, da wir noch keinen Teil des Filmes gesehen haben; aber die eingelaufenen Werkphotos sind von bezaubernder Schönheit und die Berichte unserer erfahrenen und für gewöhnlich mit beiden Beinen fest auf dem Erdboden stehenden Hollywood Berichterstatter sind geradezu fantastisch.

Heute haben wir das Vergnügen zwei Paramountler zu ihrer unlängst stattgefundenen und wohl verdienten Avancierung zu beglückwünschen. Es handelt sich um die Herren M. F. Jordan und Jakob Freund. Herr Jordan ist nunmehr Manager für Polen und Herr Freund, bisher Vertreter in Jugoslawien, hat Herrn Jordan's Posten als Paramount Direktor für Jugoslawien übernommen.

Laut Drahtnachrichten schlagen die Filme "The Buccaneer" in Havana (Cuba) und "Angel" in Buenos Aires (Argentinien) sämtliche Kassenrekorde. Wie die auf einer anderen Seite dieser Ausgabe im Original zum Abdruck gelangten Telegramme beweisen, haben die Herren Jasper D. Rapoport und John B. Nathan beim Abfassen ihrer Drahtberichte nicht an Lob und Begeisterung gespart, um uns von dem durchschlagenden Erfolg beider Filme zu überzeugen.

NOT ONLY PUNCH FOR THE DRIVE — BUT PICTURES THAT RING THE QUOTA BELL

Our News Ticker Reports the Latest News from All Parts of the World on Aspects of the Paramount on Parade Around the World Drive

Popeye the Sailor, the rubber-and-balsa-wood gentleman who has space-grabbed plenty in the past three issues of our house organ, is now in England. A cable announced his arrival in Plymouth on March 25th. Pictures showing his arrival, as well as his reception by the Lord Mayor of Plymouth, will reach us just too late for this issue, but in plenty of time for next month's number.

The hat jointly worn by Australia and New Zealand is definitely in the ring, according to the following cable sent New York with an instruction to pass its contents on to the Drive Captain officiating for the Blue Ribbon Bunch: "Advise Captain Bill Fields that Blue Ribboners say their Division is a lily for First Prize." The signer of the cable was of course Managing Director Harry Hunter.



LA PARAMOUNT IN RIVISTA ATTORNO AL MONDO

Alla data di questa pubblicazione la nostra Campagna e' esattamente vecchia di un mese. E' con profondo rammarico che non possiamo darvi subito indicazioni delle situazioni delle rispettive Divisioni e dei Paesi. Le cifre riguardanti il mese di Marzo non saranno pronte prima di altre due settimane, cosi' che il Numero del primo Maggio vi dara' le statistiche riferentesi al primo mese.

L'ispezione del Sud America svolta da Mr. Hicks ha avuto un enorme successo. Egli e' attualmente a Rio De Janeiro, dove rimarrà per più di una settimana prima di salpare per l'Europa. Qualche particolare su episodi del viaggio è pubblicato altrove in questo Numero e da queste fotografie e racconti balza vivido il fatto che i membri della Paramount nelle varie Nazioni visitate sono stati felici di vedere Mr. Hicks come egli lo fu di vedere loro.

Marzo e' stato un mese meraviglioso per le nuove cinematografie. Subito dopo "Il Suo Amore della Jungla" (Her Jungle Love) e' venuta con allegria e scintillio la comicitissima commedia di Ernst Lubitsch "L' Ottava Moglie di Barbablu" (Bluebeard's Eighth Wife). La commedia e' interpretata in modo superbo da Claudette Colbert e Gary Cooper e noi possiamo con tutta sincerita' predirne che sarà una delle più fortunate film fatte da Mr. Lubitsch.

Il mondo della Paramount e' certamente felice del fatto che Ronald Colman e' stato impegnato per una cinematografia della Paramount. Questa e' la prima cinematografia fatta per noi da Colman da quando egli scrisse una storia imperitura con la sua interpretazione in "Bel Gesto" (Beau Geste). Si prevede che questa sua nuova cinematografia, che farà per noi, sarà "Se Fossi Re" (If I Were King) e Frank Lloyd, il cui "Wells Fargo" sta raccogliendo un uragano di applausi, sarà il direttore-produttore.

L'entusiasmo per "Vacanza ai Tropici" (Tropic Holiday) continua con uguale intensità. Noi siamo sostenuti nel nostro entusiasmo da una costante sfilata di ammiranti prove tratte dalla cinematografia, come anche dai rapporti che ci giungono dai nostri provati e fidati osservatori, i quali stanno sul posto in Hollywood.

PARAMOUNT ÅR PA PARADÖVER HÄLA VÄRLDEN

När detta nummer utkommer, så har vår årliga försäljningskampanj pågått en hel månad. Vi är mycket ledsna över att ej kunna ge eder den allra minsta upplysning om, hur de olika divisionerna och landen står. Upplysningsarna om mars månads försäljningssiffror kommer ej oss tillhanda förrän om två veckor, så första majnumret kommer att trycka de olika lägena för första månaden slutsummor.

Försäljningarna i Sydamerika, som övervakats av Mr. Hicks, har varit ovanligt givande. Han är för ögonblicket i Rio de Janeiro, där han kommer att stanna för omkring en vecka för att sedan avresa till Europa därifrån. Smånyheter från hans resa finnes på ett annat ställe i detta nummer, och det är tydlig att fatum att Paramounttärerna i de olika landen, där Mr. Hicks har varit, är lika glada att se honom som han dem, att dömma av allt bildmaterial.

Mars månad har varit underbar

The Camera Presents —



winning Division in the Paramount on Parade Around the World Drive. The four, reading from traditional left to right, are: William Hurworth Jr., (North Coast salesman), Jack Taylor (Newcastle and Western State), Jack Macaulay (South and South West), and Charles Hale (State Manager).

HARRY HUNTER IN NEW ZEALAND. Paying his first extended business trip to New Zealand, Australia's Managing Director Harry Hunter (centre) is shown being greeted on his arrival at Auckland. Left to right the group includes: Auckland Manager Frank Thompson, Mrs. Hunter, Mr. Hunter, Mrs. Craig and General Manager Stanley H. Craig.

Noi facciamo le nostre più calrose congratulazioni alle promozioni date recentemente ad una coppia di meritevoli membri della Paramount. Mr. M. F. Jordan e' il nuovo direttore per la Polonia e Mr. Jakob Freund ex incaricato delle vendite in Jugoslavia, ha preso da Mr. Jordan la direzione per quel Paese.

I telegrammi ci hanno detto del grande successo ottenuto dal "Corsaro" (The Buccaneer) in Avana, Cuba, e da "Angelo" (Angel) in Buenos Aires, Argentina. I Signori Jasper D. Rapoport e John B. Nathan, rispettivamente mittenti dei cablogrammi, non hanno nascosto l'entusiasmo nei loro messaggi, come e' dimostrato dalla lettura dei cablogrammi originali, che sono pubblicati in un'altra pagina.

för våra filmer. Häl i häl med "Her Jungle Love" kom den glitrande skrattfilmen Ernst Lubitsch insensatt, "Bluebeard's Eighth Wife." Den är spelad magnifikt av både Claudette Colbert och Gary Cooper, och vi förutspå att denna film kommer att räknas som en av de tre bästa Ernst Lubitsch nägonsin har gjort, vilket ej vill säga lite.

Hela vår Paramountvärld bär storligen glädjas över, att Ronald Colman har skrivit Paramountkontrakt. Detta är först gången Colman är anställd av vårt bolag, sedan han gjorde filmhistoria med sin underbara framsättning av "Beau Geste." Vi tro för ögonblicket att hans film kommer att bli "If I Were King" och att Frank Lloyd, vars "Wells Fargo" får så mycket beröm, kommer att bli producent-director.

Alla tycks vara överlyckliga över "Tropic Holiday." För tillfället är alla i vår organisation oerhört intresserade i denna film tack vare en mängd bedrärande "stills" tillika med en hel del rapportage från våra ej så



DE PARAMOUNT PARADE ROND DE WERELD

Bij het verschijnen van dit nummer is onze campagne precies een maand oud. Het doet ons buitengewoon leed den stand van de Divisies en Landen achterwege te moeten laten. De Maart cijfers zijn pas over twee weken beschikbaar, zoodat het Mei nummer den stand zal bevatten van de competities aan het einde van de eerste campagne maand.

De Zuid Amerikaansche inspectietocht van den Heer Hicks heeft grote resultaten afgeworpen. Op het oogenblik vertoeft hij in Rio de Janeiro vanwaar hij over een week naar Europa zal vertrekken. In dit nummer hebben wij enig bijzonderheden en foto's van zijn reis opgenomen, waaruit ten duidelijkst blijkt, dat de Paramounters in de Zuid Amerikaansche gewesten even verheugd waren den Heer Hicks te ontmoeten, als onze directeur hen.

In Maart hebben wij heel wat nieuwe films gezien. "Her Jungle Love" werd op den voet gevolgd door de tintelende, geestige Ernst Lubitsch rolprent: "Bluebeard's Eighth Wife," schitterend vertolkt door Claudette

lætt overbevisade experter i Hollywood.

Vi be att få framföra våra gratulationer för upp höjningen av två Paramountärer, som båda nyligen blivit belönade med högre platser, Mr. M. F. Jordan som chef i Polen, och Mr. Jakob Freund, förra försäljaren i Jugoslavien, har fått Mr. Jordans förra plats.

Blixtnyheter ha inkommit om framgången av "The Buccaneer" i Havana, Kuba; och "Angel" i Buenos Aires, Argentina. Messrs. Jasper D. Rapoport och John B. Nathan, som skickat oss dessa glada nyheter, sparade ej på lovord i budskap, och ni kunna själva läsa deras originalbudskap på en annan sida sina i häftet.

DESFILE MUNDIAL DE LA PARAMOUNT

(Continued from Page 10)

gurar que quedará comprendida entre las tres de mayor éxito llevadas a la pantalla por Lubitsch.

—Motivo de legítimo regocijo es para el mundo paramountista que esta Editora haya contratado a Ronald Colman para que filme una película, que será la primera en que la Paramount presente al gallardo actor que hizo época en "Beau Geste." La producción y dirección de la película que nos ocupa, cuyo título será "Si yo fuera Rey" ("If I Were King"), se encenderá a Frank Lloyd, que tantos aplausos cosecha en estos días con "Una nación en marcha" ("Wells Fargo").

—Cree día a día el entusiasmo que despierta "El embrujo del trópico" (título provisional de "Tropic Holiday"). A aumentarlo en este punto contribuyen por igual las vistas, realmente espléndidas, que hemos recibido de algunas escenas, y los informes de nuestros fidedignos correspondientes hollywoodenses.

—Enviamos cordiales congratulaciones a dos distinguidos paramountistas por los merecidos ascensos que se les han concedido. Son ellos el señor M. F. Jordan, nombrado gerente general de la Paramount en Polonia, y el señor Jakob Freund, promovido del puesto de viajante en Yugoslavia al que dejó vacante el ascenso del señor Jordan.

—Cablegramas procedentes de Cuba y de la Argentina dan cuenta de dos resonantes triunfos alcanzados respectivamente en la Habana y en Buenos Aires por "El Bucanero" ("The Buccaneer") y por "Ángel". Como podrá juzgarse por el texto de estos despachos, que publicamos en otro lugar, los señores Jasper D. Rapoport y John B. Nathan no dejaron que la concisión cablegráfica fuese parte a entibiar la expresión de su entusiasmo.

Colbert en Gary Cooper. Het is onze overtuiging dat deze film een van de drie allerbeste Lubitsch films is.

De Paramount wereld kan zich verheugen over het engageeren van Ronald Colman voor een Paramount film—de eerste, welke Colman voor ons maakt, sedert zijn onvergetelijk spel in de succesfilm 'Beau Geste.' Waarschijnlijk zal hij de hoofdrol krijgen in "If I Were King" te verdedigen en regisseren door Frank Lloyd, den regisseur van "Wells Fargo."

Ons enthousiasme voor "Tropic Holiday" stijgt ten top bij de ontvangst van veelbelovende productie foto's en berichten aangaande deze film van beproefde, conservatieve waarnemers in Hollywood.

Onze welgemeende gelukwenschen aan twee gepromoveerde Paramounters, die deze promotie in alle opzichten verdienten. M. F. Jordan werd onlangs aangesteld tot directeur van Polen, en Jakob Freund, voorheen verkoper in Joego-Slavië vult de vacature on staan door de promotie van den Heer Jordan van zijn post als directeur van Joego-Slavië naar Polen.

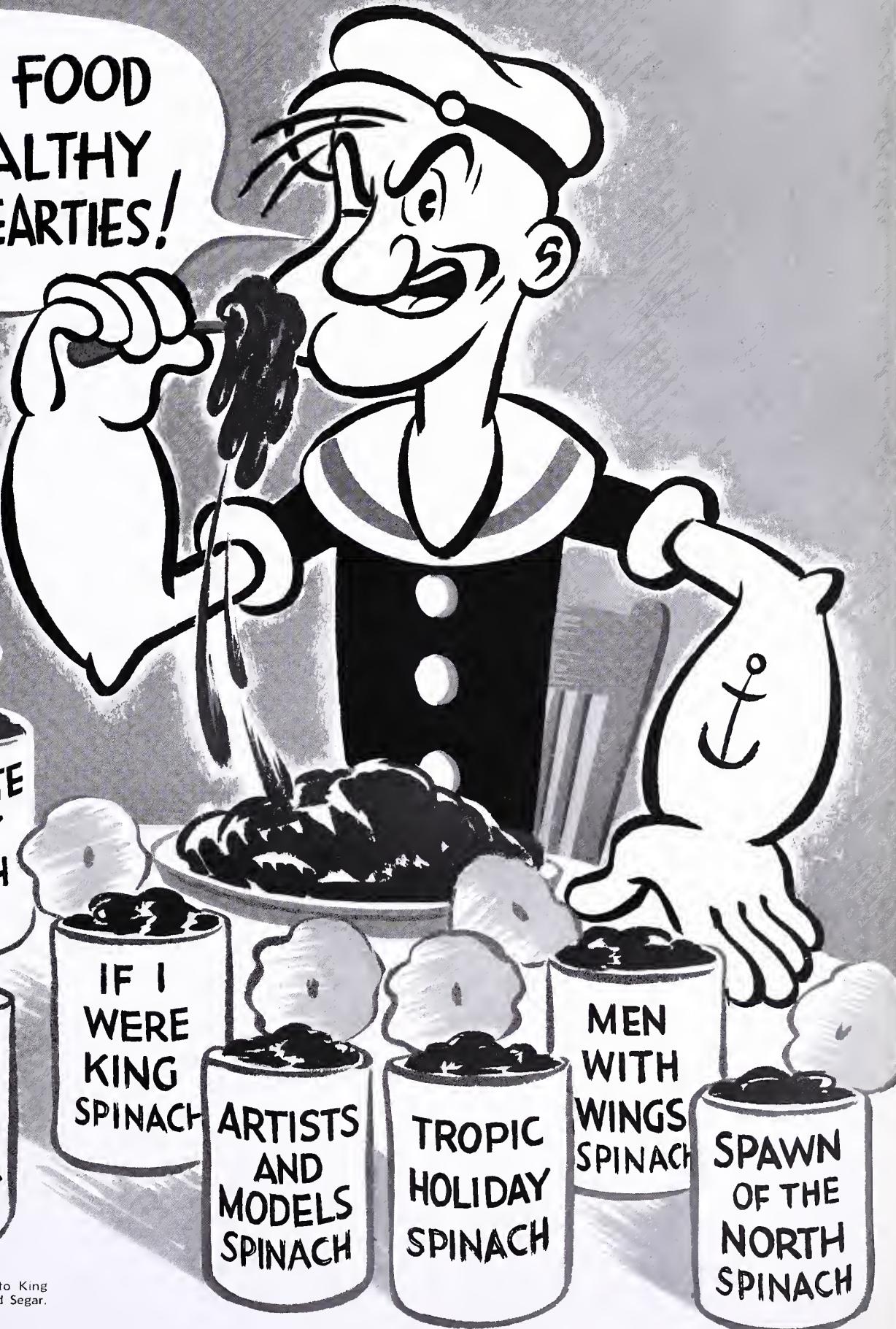
"The Buccaneer" en "Angel" oogstten enorm succes in resp. Havana en Buenos Aires, volgens de enthousiaste kabelberichten van de directies dier kantoren, welke wij elders in dit nummer hebben opgenomen.

**Paramount's
INTERNATIONAL NEWS**

MAY 1938

VOL. 5 No. 5

VIGOROUS FOOD
FOR A HEALTHY
DRIVE, ME HEARTIES!



With Ack. to King
Features and Segar.

Paramount

INTERNATIONAL NEWS

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry. Edited by Albert Deane

Vol. 5

May, 1938

No. 5

Editorial Comment of an Eventful Month

'IKE'

One of the real moulders of Paramount history has gone. The summons that cannot pass unheeded has come and Isaac Blumenthal has passed into rest. Through long years we have known the force of his unforgettable personality, his tireless energy, his indefatigable planning. From now on they can be but memories. Yet they are memories that we cannot help but cherish whenever there is a Paramount Foreign Legion, for it was of the service and character of such men as Ike Blumenthal that the Legion was built, and it was thanks to their planning that the Legion will live whenever there is a Paramount organization.

BLOWS

The passing of the great man saluted above—and one whose "I.B." will be sorely missed from the colorful mail which is a characteristic of our Foreign Legion—calls grimly to mind the pounding blows directed by the President of All Destiny at our manpower these past 18 months. Tibor Rombauer, John E. Kennebeck, Robert Rosenthal, Tom D. Cochrane and now Ike Blumenthal. Their records are the real stars in the Paramount Trade Mark, and whenever there is a Paramount these men will never be forgotten.

SURVEY

Mr. Hicks has completed his survey of South America, which followed a tour of certain sections of Central America, and at the present moment he is in Europe, a changing scene that he has visited with precise regularity these past several years. From the evidence we have presented during the last couple of issues it would appear, however, that his tour of Latin America will remain forever etched in his memory. Not only was he given a magnificent reception throughout the trip, but the trip itself enabled him to visualize at first hand the incredible potentialities of this vast segment of the world.

BRADNA

Our heavy emphasis on this young lady last month was not without very good reason. Paramount lengthwise and breadthwise has recognized that in this dazzling young Olympe we have a real star. This fact is being capitalized on to the extent that right now Miss Bradna is on an extensive personal appearance tour of the United States. She is following in the trail of her picture, spending an average of two days in each of 15 key cities, where she will meet

people, exhibitors and film critics. Following this important campaign she will return speedily to Hollywood to make her next picture.

DEVASTATION

The horror that rained from the skies upon fair Barcelona on March 17th took a heavy toll of Paramount property. We are informed by advices from Paris that the airbombs so devastated Paramount's Coliseum Theatre that it will never again be fit for use as a film house. As the raid took place in daylight it is reasonable to assume that the house was occupied at the time, and that there was consequently a loss of life. We hope and pray that there were no Paramountees among those killed.

LUIGI

By now we are sure that everyone in the Foreign Legion either knows or has heard of Luigi Luraschi, who as the Foreign Department representative in the Hollywood studio has been doing such a swell job of work on our behalf these past five years. Among other things, Luigi has been assistant to John Hammell, who has been in charge of all censorship matters. Luigi has handled the Foreign Department's phase of this work and has won the unstinted praise of all who have come in contact with his accomplishments. It is accordingly a matter of great pride to us to record that with the resignation of Mr. Hammell during April, the whole work of censorship within the studio has devolved upon Mr. Luraschi, he having been officially appointed by Messrs. Zukor and LeBaron to handle both Domestic and Foreign Censorship. Luigi has done a magnificent job, and true to the Paramount tradition we have always known, he has met a magnificent reward. Our heartiest congratulations to you, Luigi Luraschi.

HITS

Scattered throughout this issue is profuse evidence of the fact that certain recent productions which we heralded as hits, are coming through in scheduled fashion. Notable examples are "Bluebeard's Eighth Wife," "Her Jungle Love" and "Ebb Tide." The cables have been singing a lusty song over these, and it should be a matter of much additional joy to record the fact that these hits are but the prologue to a grand pageant of outstanding Paramount films.

SPIRIT

One of the most outstanding features of the recently-completed survey of Central

and South America by Mr. Hicks has been the heart-warming display of cordiality and enthusiasm extended towards the Foreign Legion's Leader by Paramountees in every stop made by him. The photos that we are able to reproduce this month represent but a small fraction of the similar evidence received by us; but over and above this evidence there is the wealth of written sentiment, not for publication, but testimony none the less to the superlative esteem in which Mr. Hicks is held by those South and Central American Paramountees with whom he came into contact with. Apart from the communications from Messrs. Day, Pratchett, Nathan and del Villar there have been the warmest kind of notes from Messrs. Rapoport, Pierpoint, Reyes, Urrutia, Fox and Germano. All of these have been not merely communications—they have been irrefutable evidence that the Paramount Spirit, bulwark of our Foreign Legion through many long and trying years, as well as through many brilliant with achievement, is more alive than ever.

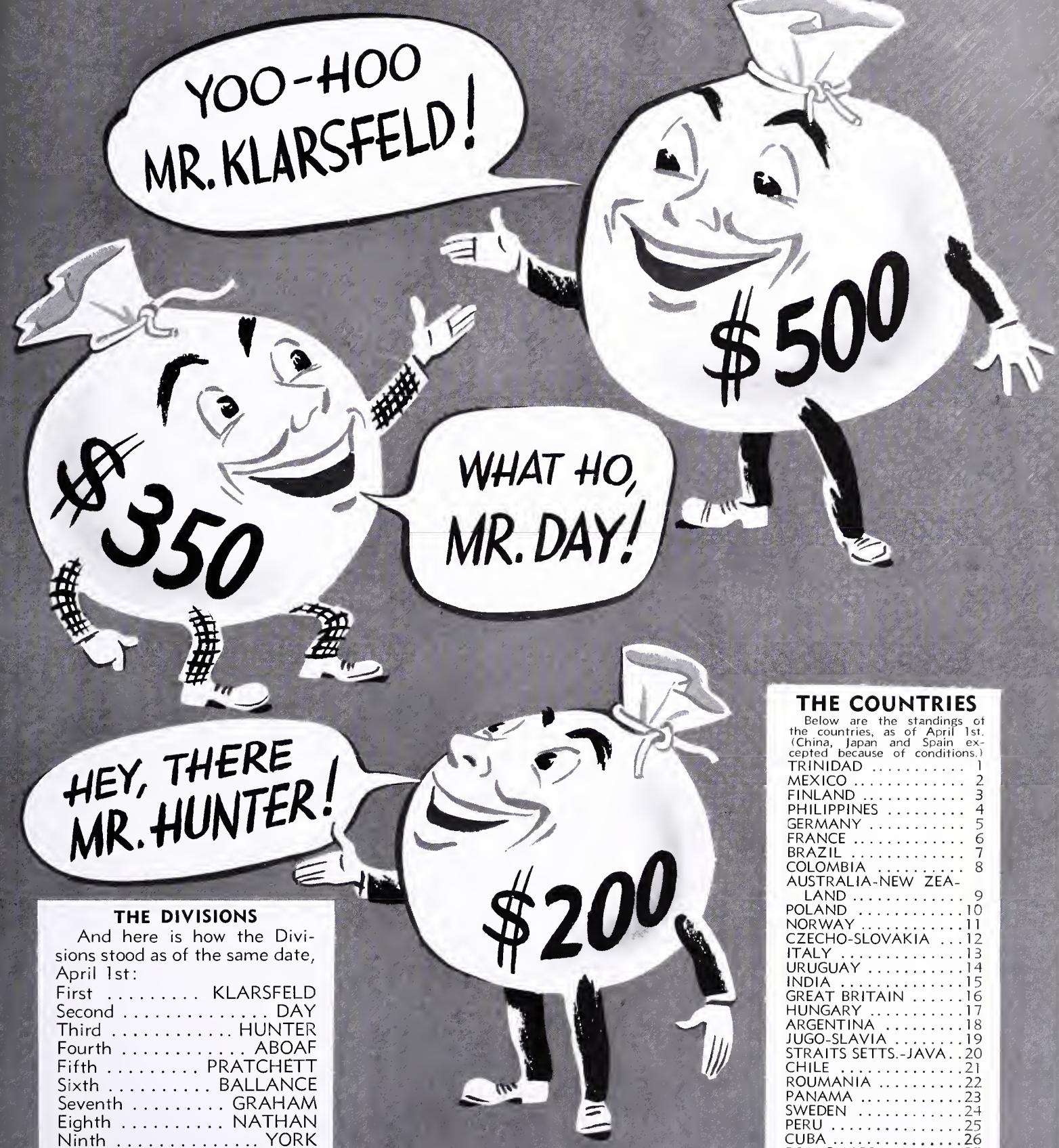
STANDINGS

When the first list of standings in any contest is published there is nothing more that we can do editorially other than to say: "There they are, you made 'em what they are: what are you going to do about it?" Of course we are not limited to critical comment in these matters: we are still able to applaud Henri Klarsfeld and his Galloping Gauls for being the first to top the Divisions list. And we can say that there must be some connection between the sly beam on the face of John L. Day, Jr. on another page, and the results printed across the way. And likewise we must assume that Harry Hunter must be happier to have his Division in Third place than wherever it was at the end of 1937. Where the countries are concerned, space limitations restrict us to one comment—which is none other than a burst of sheer joy to see Trinidad right there on top, lifted to this eminence by a great job of work performed by Manager Henry Gordon.

POPEYE

The sprightly figure of Popeye goes parading around the world, extolling not only the merits of the Paramount organization which is sponsoring him, but also the fact that the science of film exploitation is far from being a matter of yesterday. In Great Britain, thanks to the indefatigability and initiative of Publicity Director Hawkins and his staff Popeye emerged as the greatest individual figure of film publicity of the year. We expect a similar triumph in Paris, and also in the Scandinavian lands where Popeye is right now.

"I HEAR YOU CALLING ME!"



THE DIVISIONS

And here is how the Divisions stood as of the same date, April 1st:

First	KLARSFELD
Second	DAY
Third	HUNTER
Fourth	ABOAF
Fifth	PRATCHETT
Sixth	BALLANCE
Seventh	GRAHAM
Eighth	NATHAN
Ninth	YORK
Tenth	GROVES
Eleventh	OLSEN
Twelfth	DEL VILLAR

THE COUNTRIES

Below are the standings of the countries, as of April 1st. (China, Japan and Spain excepted because of conditions.)

TRINIDAD	1
MEXICO	2
FINLAND	3
PHILIPPINES	4
GERMANY	5
FRANCE	6
BRAZIL	7
COLOMBIA	8
AUSTRALIA-NEW ZEALAND	9
POLAND	10
NORWAY	11
CZECHO-SLOVAKIA	12
ITALY	13
URUGUAY	14
INDIA	15
GREAT BRITAIN	16
HUNGARY	17
ARGENTINA	18
JUGO-SLAVIA	19
STRAITS SETTS.-JAVA	20
CHILE	21
ROUMANIA	22
PANAMA	23
SWEDEN	24
PERU	25
CUBA	26
PORTO RICO	27
HOLLAND	28
DENMARK	29
GUATEMALA	30
AUSTRIA	31

Ike Blumenthal



One of Paramount's truest friends passed to rest when Ike Blumenthal died aboard the S. S. *Saturnia* early last month while en route to New York. At the time of his death Mr. Blumenthal was in charge of the Joinville Studio in Paris, and prior to that time, over a period of 18 years, he had been connected with Continental European companies associated with Paramount, occupying posts of the highest importance with these companies. He assumed his first such post when Mr. Emil E. Shauer

was the head of the Foreign Department.

Paramountees from all parts of the world met Mr. Blumenthal at one time or another. Everyone found him the essence of charm, courtesy and efficiency. His passing leaves a great gap in our ranks, while our recollections of him fills an honored niche in our memories.

STIRRING PLEDGE FROM DIVISION LEADER PERKINS

Following his return to Tokyo following a comprehensive survey of his territory, Division Manager James E. Perkins reported most confidently to Mr. Weltner that he expected the Oriental Division to stage a campaign that would stack up most favorably with anything else that the Paramount world has to offer. In addition, he has arranged for a thoroughly comprehensive contest among the theatres of his territory for the grand exhibition prize and feels that here, too, the results will match anything that the remainder of the world has to offer. In this connection he remarks that he has "always felt that this Division is second to none in putting over our pictures and we expect to have concrete evidence to submit before the Drive is over."

Although Japan is not officially listed in the Contest, due to local internal conditions, Mr. Perkins and Mr. J. W. Piper have made arrangements for an intensive 3 months' drive throughout Japan to coincide with the international contest. Everything is on a quota basis, and just as though the Japanese national situation did not exist.

Mr. Perkins also reports most favorably regarding China (another territory not officially listed in our contest). When he was there he arranged a most favorable contract with the Grand and Cathay Theatres, in fact it is the best contract Paramount ever had with these houses.

So far as the Philippines are concerned, the news from Mr. Perkins was also of a radiant nature. He reported splendid work being done by Manager F. C. Henry, and in substantiation of this we point to Mr. Henry's place on the standings list on Page 3—when he is fourth.

Sum-totalled, the report from Tokyo, in view of all manner and means of conditions, is indeed a most optimistic one. It reveals above all the superb organization fitness of the fine men and women who comprise the Division led so ably by Mr. Perkins.

"HANK" HENRY EXPLOITS "THE BUCCANEER"

Lately received among a fine batch of material from overseas was a book containing the campaign for Cecil B. deMille's production, "The Buccaneer" at the Capitol Theatre in Manila, Philippines Commonwealth.

The campaign served not only as a model of what contributed to the outstanding success of the deMille film at the Capitol, but also served to emphasize the fine and consistent job of Paramount work throughout the Philippines that Mr. Henry performs steadily, and concerning which he is so innately modest.

IDENTIFICATION OF THOSE PARAMOUNTERS SHOWN IN THE OPPOSITE PAGE'S SCENES

In the first scene, located in the Rio de Janeiro office, are the following persons: (1) J. Martinho, (2) Alvaro Braga, (3) Antonio Ferreira, (4) José Nery, (5) Oswaldo Rocha, (6) V. R. Castro Filho, (7) Roberto Tostes, (8) Georgino Perez, (9) Alfredo Steinberg, (10) Martins Guimaraes, (11) Rodolfo Paladini, (12) Dr. Mario de Castro, (13) Vital Ramos de Castro (exhibitor), (14) Pedro Soares Germano, (15) Mr. Hicks, (16) Mr. Day, (17) Melchiades Tostes, (18) Octavio Baptista, (19, 20) J. Fonseca and Francisco Serrador, the two oldest exhibitors in Brazil.

Second of the pictures is a tribute to Mr. Hicks presented by the staffs of Argentina, Uruguay and Paraguay.

In the third photo Mr. Hicks and Mr. Day are shown among the São Paulo personnel. At Mr. Hicks' lap is seen a box of rare orchids offered him by the employees:

Left to right (seated)—Theormino Barbuy (Rib. Preto Exchange Mgr.), Henrique Cheli (Botucatu Exchange Mgr.), Pedro Jordão Castilho Jr. (S. Paulo Office Mgr.), Mr. Hicks, Pedro Soares Germano (Branch and Division Mgr.), Mr. Day, Attila Geddo (Cruzeiro Exchange Mgr.). STANDING (first row)—Misses Maria Luguira, Anna Brito, Elvira Nicoletti, Amelia Roberto, Ida Marelli, Maria José Tecchio, Theresa Morelli (film inspectors), Esther Peroni (ad. matter controller), Edmèa Souza Pinto (telephone operator), Messrs. Miguel Mancini (Accountant), Ernani Correa (Publicity Mgr.) and João Carracas (Traveling salesman). SECOND ROW—Luiz Giachè (designer) below—Paschoal Caetano (publicity), Ruy S. Ribeiro (accounting Dept.), D'Elia Giuseppe (projectionist), Osmar Carrara, Fritz Step (accounting Dept.), Leonidas Geddo (ad matter Dept.), Domingos Correali (correspondent), Olinto Giusti (cashier) below—Caetano Ambra and Joaquim Moraes (shipping Dept.).

Scene Number 4 shows the delegates at the Buenos Aires sales meeting. SEATED ARE Messrs. Bauer, Hicks, Nathan and Raul Viglione. STANDING are Messrs. Diaz (original Paramounter in Argentina), Croce, Stagnaro, Colomer, Nordenstrom, Lamas, Vagheggi, Fox, Bloise, Rosenberger, Armando Viglione and Oliver.

Scene Number 5 is in the office of Brazil's Secretary of Foreign Affairs, Sr. Oswaldo Aranha. Left to right are: H. Alfred Steinberg (sales manager at Rio), Mr. Day, Sr. Aranha, Mr. Hicks, and Manager Rodolfo Paladini.

Scene 6 shows the staff of the Rio de Janeiro office greeting Mr. Hicks as his steamer arrived from Buenos Aires.

Scene Number 7 is at the Retiro Station, Buenos Aires, as Mr. Hicks arrived from Chile. Left to right are: Messrs. Carbonell (press), Américo Rosenberger (head of booking dept.), Sigfrido Bauer (manager of B. A. office), Guillermo Fox (publicity manager), Hicks, Nathan, Day; Raul Viglione (dist. mgr. of branches), Luis Stagnaro (head accountant).

Scene 8 is at Radio Belgrano, over the network of which Mr. Hicks made a grand talk. Left to right are: Guillermo Fox, Chas. de Cruz (cinema and radio commentator) with his collaborators Loretta and Gloria Grey, Mr. Hicks, Alicia Vignoli, noted Argentine cinemactress, and Mr. Nathan.

A great many other photos were received but could not be used on account of pressure of space.

WILLIAM LE BARON HEADS PRODUCTION OF PARAMOUNT FILMS FOR NEXT 3 YEARS

Adolph Zukor announced, April 28th, the signing of a new three-year contract with William LeBaron as managing director of production for Paramount Pictures Inc. Mr. LeBaron has held this post for the past two years.

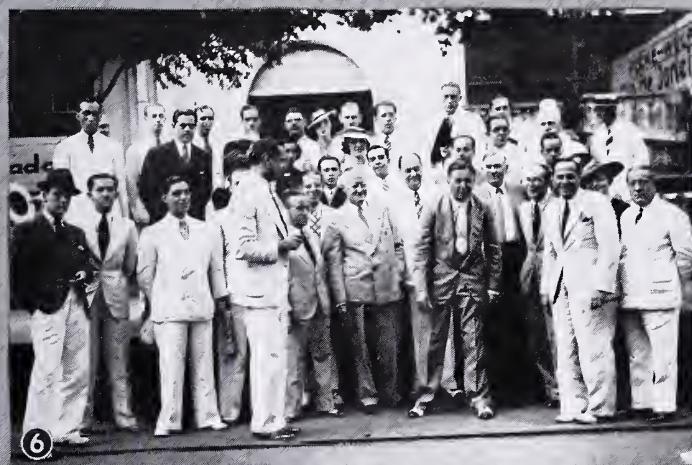
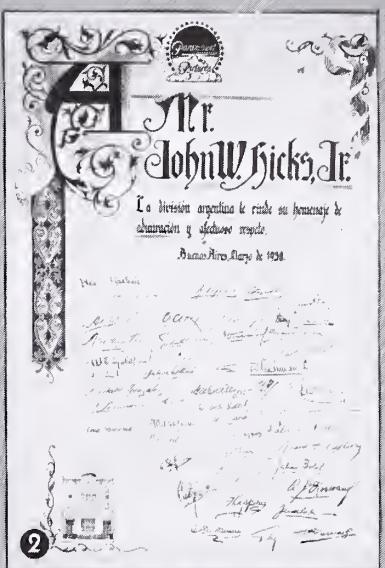
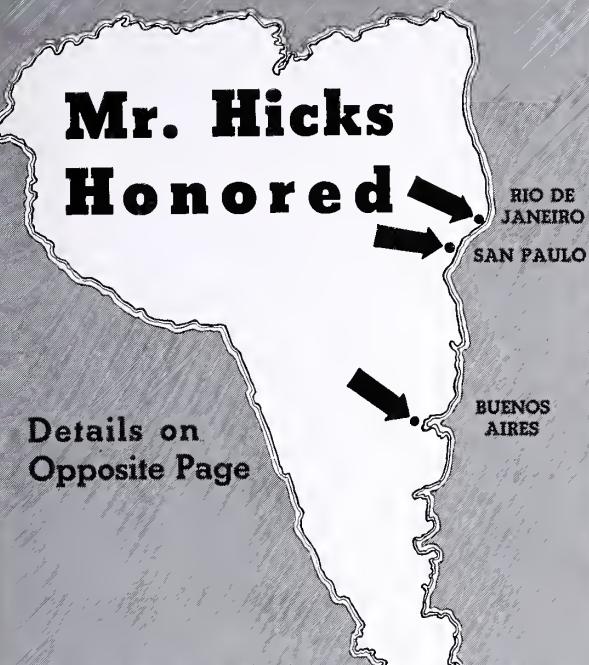


These glimpses of the magnificent scheme of decoration carried out at Le Paramount, Paris, for "The Buccaneer" tell their own story of the superb

job of work done by Messrs. Ullman, Lebreton and Agramon for the DeMille epic. As a result, wonderful business resulted.

Mr. Hicks Honored

Details on
Opposite Page



PARAMOUNT STILL MAKING

CASTING FLASHES

William Frawley has joined Lloyd Nolan, Shirley Ross, John Howard and J. Carroll Naish in the cast of *Prison Farm*, with Louis King handling the direction Joan Bennett sings in *The Texans* . . . Dolores Casey has been given a new Paramount contract . . . Walter Abel, one of this land's most able actors (and no pun intended), has joined the cast of *Men With Wings* . . . For the first time in history Bing Crosby and Fred MacMurray are working together in a motion picture. The film is *Sing, You Sinners*, which is being produced and directed by Wesley Ruggles.

Marjorie Main, who looks like becoming one of the screen's outstanding character women, has been added to the cast of *Prison Farm*.

Kenneth Harlan, favorite of yester-year, has been added to the cast of the Hopalong Cassidy production, *Beneath Western Skies*.

Claudette Colbert will start deciding *Are Husbands Necessary?*, her next Paramount production, just as soon as she gets back from Europe this month.

The Studio has named Dorothy Lamour "Paramount's Sultry Songbird."

George Rigaud's first American-made picture for Paramount will be *Air-Raid*, in which he will be co-starred with Olympe Bradna just as soon as the young lady gets back to Hollywood following her personal appearance tour of the United States Rigaud's role in *Spawn of the North* has been assumed by Henry Fonda. The remainder of the cast of this important picture is unchanged *Cocoanut Grove* will be world-premiered in the Cocoanut Grove of the Ambassador Hotel, Los Angeles, May 9th. This will mark the first time in history in which a picture has been world-premiered in the building in which its story is laid First of the Hopalong Cassidy films to be made in the new series will bear the title of *Beneath Western Skies*. As usual, the cast will be headed by William Boyd, George Hayes and Russell Hayden.

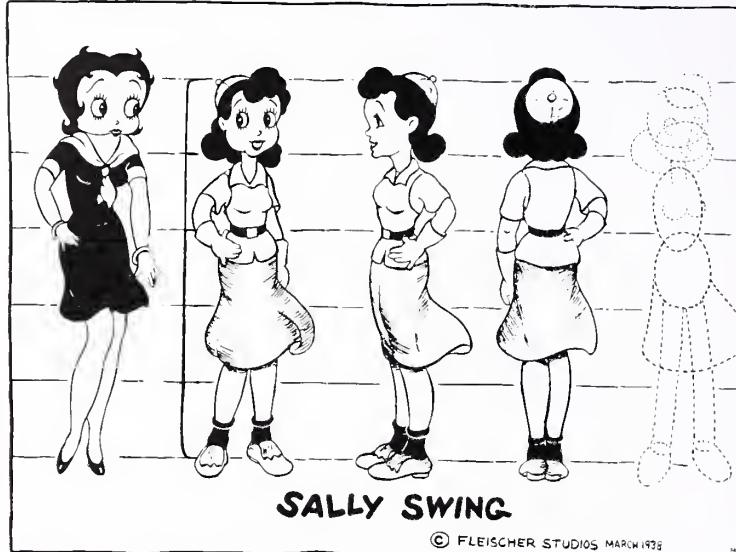
Jack Whiting will have the lead in *Give Me A Sailor*, which will be directed by Elliott Nugent, whose most recent job of work was the direction of Harold Lloyd's *Professor Beware*.

John Gallaudet will be the "heavy" in Bing Crosby's next picture, *Sing, You Sinners*, which also stars Fred MacMurray and features Erin Drew. Mr. Gallaudet is a convert from the New York stage.

George Raft sings in *Spawn of the North*. His warbling will bring forth "The Willow Song," with Dorothy Lamour on the receiving end of the melody. Raft is being coached for the great venture by Frank Loesser, composer of the song. Our reaction is that if the composer can take it, so can we.

Anna Q. Nilsson, favorite of yester-year, and still one of the screen's loveliest ladies, is a member of the cast of *Prison Farm*.

Raoul Walsh will direct *St. Louis Blues*. Already set for featured roles in this picture are George Raft, Shir-



BETTY BOOP IS DEAD! SALLY SWING IS SUCCESSOR!!

It is with a sense of deep regret that we record the passing of Miss Betty Boop, the amiable, pulchritudinous, neckless young lady who has served Paramount so loyally for so many years. Miss Boop passed on suddenly, but not before she was able to name her successor.

Miss Sally Swing is the new Paramount cartoon eyeful. We present her above—front, side and reverse, as well as in the purely geometrical form that she is known to the animators.

Sally is presumed to be about 16 years of age. She is the epitome of modern youth, full of life, pep and that magic something which so sustains young people in the face of fearful odds. She is devoted to swing, is lithe and lissome, and, in the parlance of Hollywood's scriptures, is the ideal jitterbug. Her first cartoon appearance is scheduled for approximately two months from now.



WHEN BIGGER TRADE MARKS ARE MADE—DENMARK WILL USE THEM

We publish this picture for two reasons: one for the fact that it reveals a fine sense of showmanship in one of the most attention-compelling spots in the world, the other because it is one of the finest uses of the Paramount Trade Mark to date. The scene is the exterior of The World Cinema (known locally also as the Cirkus) in Copenhagen, Denmark: the picture is "Praesidentens Kurér," which translates literally as "The President's Courier," and is of course our old friend "Wells Fargo." Because of the excellence of this display we are proud and happy to give credit here to the manager of the World Cinema, Mr. S. Nielsen.

ley Ross, Tito Guizar, Betty Grable and Elizabeth Patterson.

Paramount will remake *Underworld*, with Akim Tamiroff in the role created by George Bancroft, Gail

Patrick in the role made famous by Evelyn Brent, and Lloyd Nolan re-creating Clive Brook's role. Robert Florey will be seen in Josef von Sternberg's directorial spot.

COLMAN'S LADIES FOR "IF I WERE KING"

Frank Lloyd has announced that Frances Dee and Erin Drew will be the female support for Ronald Colman in his production, "If I Were King." Miss Dee will play the role of the Princess, and Miss Drew will have the role of 'Hu-guette.'

Basil Rathbone will have the sinister role of King Louis.

PRAISES FOR OLYMPE

In giving "Stolen Heaven" a high critical rating, New York's Motion Picture Daily has the following to say of Miss Bradna and her performance:

Miss Bradna, who is a comparative newcomer, should send the audience from the theatre exclaiming. Her accent is delightful, she is extremely attractive physically, acts in a restrained and highly capable fashion, and, above all, she is possessed of a remarkably clear and lovely singing voice. She seems to have stardom ahead of her, and the exhibitor should build her for it.

Then The Hollywood Reporter had the following to say about this fine young Paramount performer:

The picture belongs to Olympe Bradna, lovely and talented young French girl, here given her first important lead. She sings and dances delightfully and troupe with sensitive skill.

Claudette Colbert has left France en route back to Hollywood and work in *Are Husbands Necessary?*

George Sessions Perry will write the story for *Arkansas Traveller*, Bob Burns' next, in which he will be supported by Martha Raye.

And speaking of Miss Raye, she portrays the role of a beauty contest winner in *Give Me A Sailor*, her current film. It is, however, a contest for the world's most beautiful legs.

Cecil B. deMille is cruising the Pacific in his yacht, "Seaward," outlining and planning *Union Pacific*, his next Paramount production. William H. Pine, associate producer, is also in the party.

Mary Boland and Joan Bennett have been added to the cast of the Jack Benny subject which now bears the final title of *Artists and Models Abroad*. This is the picture with action unfolding against a background of the Paris World's Fair.

The new W. C. Fields picture bears the tentative title of *Mr. Bumpus Goes to London*.

Next of the Bulldog Drummond subjects is entitled *Bulldog Drummond in Africa*. It is presumed to use the Foreign Legion for a background.

A very effective cast is promised for *Paris Honeymoon*, with Bing Crosby enjoying the support of Francisca Gaal, Ben Blue, Akim Tamiroff and Edward Everett Horton.

THE WORLD'S BEST PRODUCT



"PAWNEE," THE FOREIGN LEGION'S FAVORITE ACTOR

Out of Frank Lloyd's production of "Wells Fargo" has come one character actor who poses no problems whatsoever for Paramount's Foreign Department.

He is "Pawnee," the Indian, played with admirable sincerity and unforgettable dramatic flair by character actor Bernard Siegel.

"Pawnee," whom we have pictured above, is the Indian whose sole conversation consists of the word "Ugh!" That word has a thousand inflections and a thousand meanings. It covers, rage, surprise, scorn, satisfaction, dismay and delight. It does not need translation for dubbing purposes and it does not even need superimposing. No wonder "Pawnee" is such a favorite with us.



STAR MATERIAL

At left is Louise Campbell, who steps into the major female role of "Men With Wings" following her graduation from the Bulldog Drummond series. At right is Hank Luisetti, ace basketball star of U. S. A. recently signed by Paramount, and already preparing "Campus Companions."

FROM OVERSEAS HAVE SOUNDED THE TRUMPETS IN PRAISE OF PARAMOUNT PRODUCT

Practical Plaudits Have Poured in by Cable, Letter and Whatnot, Attesting to Public Approval of Our New Pictures

There was, for instance, Mr. F. Siter's cable from Bucarest, Rumania, which said: HAPPY TO INFORM YOU "BLUEBEARD'S EIGHTH WIFE" GREATEST MORAL AND MATERIAL SUCCESS OF PAST FIVE YEARS IN BUCAREST. PUBLIC MOST ENTHUSIASTIC ABOUT GARY, CLAUDETTE AND LUBITSCH. WE NEED MORE SUCH PICTURES. And you'll get them, Mr. Siter, believe us!

Then there was the news that Manager Ted Pierpoint in Cristobal, Canal Zone, received from Messrs. Carcel and Muro in Caracas, Venezuela. These two fine Paramount-minded exhibitors informed Mr. Pierpoint that THE BUCCANEER at the Principal Theatre in Caracas did so terrific a business during the opening three days that the intake topped that of any other English-language picture, for the same number of days, in the entire film history of Caracas. Furthermore, said the ebullient Mr. Pierpoint, this superb season "gives the picture a swell launching in the Venezuela territory."

And from Manager J. P. Donohue in San Juan, Porto Rico, came the following succinct cable: "BUCCANEER" MAGNIFICENT, LARGEST GROSS IN TWO YEARS.

An Andre Olsen cable from Paris, telling of the success of the Lubitsch-Colbert-Cooper picture in two foremost European capitals, says: "BLUEBEARD'S EIGHTH WIFE" A SMASH HIT AT THE HAGUE (HOLLAND) AND BREAKING ALL RECORDS IN BUCAREST. EXTENDED SEASON ATTRACTION BOTH CAPITALS.

Then there's a spirited message about the Cecil B. deMille epic from John L. Day, Jr., in Rio de Janeiro, Brazil, in which he says: "We are releasing THE BUCCANEER this week and notwithstanding three days of heavy rain, the picture is doing an excellent business. It will run definitely two, and possibly three weeks. We are following this with ANGEL, and with several other good pictures and it looks as though our quota were assured."

And a flash came from London, over Mr. Graham's cabled signature, saying "BLUEBEARD" OPENED AT PLAZA THURSDAY (April 21) SMASH HIT. WONDERFUL BUSINESS, FINE PRESS, WELL SATISFIED AUDIENCES.

At the very same time another flash came in from John B. Nathan in Buenos Aires, Argentina, saying: "BUCCANEER" ACCLAIMED BY PRESS AND PUBLIC. DOING CAPACITY BUSINESS AT ADVANCED PRICES.

Hurrah! Hurrah! Hurrah!

PRATCHETT'S UNQUENCHABLE SPIRIT

Advised around midmonth of the relative standings of his Division and countries (as all parts of the Foreign Legion were), the leader of Los Revolucionarios fired back the following communication by airmail:

You may be sure that I am "tickled to death" to know that two of my territories are leading the Parade and can only say that each and every Paramounter in this Division are doing their utmost to put the "Revolucionarios" right up with Trinidad. Yours for better and bigger Parades led by the Revolucionarios ... (sgd.) Pratch.



ERIN DREW

There's quite a bit about newcomer Erin Drew in this particular issue. You've never seen her before, yet she's Bing Crosby's leading woman in SING YOU SINNERS and she has the important role of Huguette in IF I WERE KING. So what do we do but np and show her to you in the above fascinating portrait glimpse.



4 LLOYDS, AND ONE NOT LENSED

On one of the sets of the recently completed PROFESSOR BEWARE comedian Harold Lloyd is visited by three-quarters of his family. Seen here with him are daughter Peggy, aged 12, at left; Mrs. Lloyd, and Gloria, aged 13. Harold, Jr., aged 7, was somewhere out of camera range.

SUPERB SHORT

Be on the lookout for the Grantland Rice Spotlight entitled RED, WHITE AND BLUE CHAMPIONS. It is the most unusual, most attention compelling, and most imaginatively photographed swimming subject that we ever recall seeing.

PARAMOUNTERS

First of four interesting Paramountters presented in this column is Mr. F. Siter, recently promoted to the branch managership at Bucharest, Rumania. You will readily see, from a report elsewhere in this issue, that Bucharest is very much in the Paramount spotlight, due to the joint success of Mr. Siter's efforts and the excellence of "Bluebeard's Eighth Wife."



F. Siter

efforts and the



L. Constantine

quite a Paramount newcomer, but already he has performed his duties in a most able fashion and is extremely popular with his fellow-workers.

Third to be introduced in this column is Mr. J. G. Freund, until recently a salesman in Jugoslavia, but now appointed to the managership of that territory due to the promotion to Poland of Mr. M. F. Jordan. Once again permit us to congratulate Mr. Freund on his merited advancement.

And now of course we come to Mr. M. F. Jordan himself, an extremely popular Paramountter who has stepped rapidly up the ladder of success to find himself now Paramount manager in Poland, a country of great potentiality. We rely with editorial steadfastness on Mr. Jordan to provide us, per medium of his accomplishments, with sparkling editorial copy from time to time. He is assured of all the space that he can command in our columns, for have not the Polish Paramountters been very popular with us, editorially, in the past?



J. G. Freund



M. F. Jordan

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PERSONALS

SURVEYING THE PARAMOUNT PUBLICATIONS

Holland's twenty-sixth issue of "Paramount Koerier" has three grand features this issue. One is a vast amount of well-used space in behalf of THE BUCCANEER. Another is an article on "Film Music" authored by Boris Morros. The third is a department entitled, appropriately enough, "Hollywood Kaleidoscoop" The March 19 issue of London's "Paramount Service" has very effectively used teaser interest for calling attention to the exhibitor contest phase of the Paramount on Parade Around the World contest. Another feature of this issue is the biography column dealing with players in Paramount's British pictures We go back to the initial issue of Italy's "Paramount Italiana in Parata" in order to touch a moment on the whimsical reference to the Milan office wherein there is a play on the classical phrase "To Cesare those things that are Cesare's." It is of course general knowledge that the Milano manager, who is also district manager for Northern Italy, is Cesare Aboaf.

The March-April issue of Jugoslavia's "Paramountov Glasnik" is of particular interest to us because its cover introduced to us the newly appointed manager for that territory, Mr. J. G. Freund. It also carried a very fine au'voir message from Mr. M. F. Jordan, who was promoted from Jugoslavia to the managership of Poland. Other noteworthy features of the issue consisted of a wide variety of news concerning forthcoming Paramount pictures, as well as a whole page on Popeye's Parade Around the World, illustrated with a scene of Popeye and Olympe Bradna (Miss Bradna being captain of the territory encompassing Jugoslavia).

The March issue of Argentina's "Los Gauchos" was pardonably one dedicated to the imminent arrival of Mr. Hicks. But there was also space found for a couple of other special features, one of which was a double-spread devoted to the International Contest, in which the

The following is a translation of Managing Director John B. Nathan's editorial in the March issue of Argentina's sparkling house organ, "Los Gauchos":

WELCOME, MR. HICKS!

Only three words—but we say them with heartfelt sincerity. They embody the pride and honour we feel through your visit to us, and the strong sentiment of affection and loyalty that we have for you, our friend and leader. They express our appreciation for your splendid cooperation, evident at all times; for your guidance and your great understanding of our problems; and for the encouragement you have always offered us.

Your arrival at the time when we are concentrating on the three months' Paramount on Parade Drive, redoubles our happy enthusiasm, since through our results in this drive, we can more tangibly show how grateful we are for your friendship and leadership.

The Argentine Division welcomes you, Mr. Hicks.

John B. Nathan

month of April was dedicated to Mr. Day and the month of May to Mr. Hicks. Noteworthy also was a full page cartoon spread headed "Ecos del Carnaval," in which famous Paramountters of the Division were cartooned as prominent Paramount personalities. Thus Mr. Bauer became "The Buccaneer," Mr. Raoul Viglione became Mae West, Mr. Luis Stagnaro became Tito Guizar, Mr. Américo Rosenberger became "Espagueti" (Popeye the Sailor), and Mr. Armando Viglione, Betty Boop.

Italy's April 2 issue of "Para-



OFF TO ABYSSINIA. We picture here the departure from Rome of Mr. Pio Pandolfi Albrcici, Southern District Manager of the Italian organization, leaving for Abyssinia (Ethiopia) for the purpose of opening the new Paramount exchange there. In due course it will be our pleasure to publish pictures of this new farflung outpost of the Paramount organization.



ROYAL VISIT. Recently Her Majesty, Queen-Mother Mary of England paid a visit to Cardiff, Wales, and was received at the Capitol Theatre by officials of the theatre and the Paramount Theatre department. Above Mr. Charles Penley, Mr. Charles C. Coles (Paramount branch manager) and Mr. Phil Giles are shown being presented to Her Majesty by Sir Ewen MacLean.

mount Italiana in Parata" was well up to the standard of this new publication. Its front-paged story dealt of course with the International Contest, illustrated with a picture of Isa Miranda and Popeye. Another page was devoted to standings in the local contest, with Bologna, it seemed to us gathering the chief honors. Furthermore, the whole issue proved to be a classic example of "Know Your Product," for the editors had certainly seen to it that every available inch of space in the issue carried scenes from forthcoming Paramount films.

Deserving of the highest praise is an 8-page colored booklet on "Her Jungle Love" issued by the London office. Printed in colours as striking as those employed by Technicolor, and highlighting the picture through scenes from the most thrilling action, the booklet is an ideal piece of advertising to find its way into the hands of an exhibitor seeking a perfect film.

The March issue of London's "The Paragraph" was another gem. Editorially it bore down heavily on the English vacation of Popeye the Sailor, which of course was fine and dandy. But at the same time it did not neglect such features as "Bluebeard's Eighth Wife," for which there was a full-page article on that ineffable, intangible, inescapable quality known as "The Lubitsch Touch"; nor the extensive publicity and exploitation campaigns put across for "Artists and Models."

And while on the subject of London, a pat on the shoulder again for the newest issue of "Paramount Service," which we are happy to see going more and more pictorial every issue.

Australia's "Paramount Punch on Parade," issue of March 17, carried the first major flash on the world-wide contest. And have those Blue Ribboners plunged into the fray! The almost frenzied enthusiasm reflected in the pages of their Drive publication finds reflection in the fact that the Division is already third in the list of standings on Page 3, and the gang under the leadership of Managing Director Harry Hunter appears determined to step ahead at least one more peg.

Exploitation Is Exhibition's Spark Plug



STOCKHOLM'S EXPLOITATION CAMPAIGN FOR "THE BUCCANEER" SETS A NEW HIGH STANDARD

Our editorial caps are off to the campaign of exploitation put over in Stockholm, Sweden, on behalf of the China Theatre's season of "The Buccaneer." We believe we see here the fine Scandinavian hand of Bengt Janzon, and if our guess is correct he rates high honors.



(Above) This display in the lobby of the China Theatre in Stockholm reviewed the great motion pictures in Cecil B. deMille's past fifteen years of directing. (At top) A porcelain and glassware store in Stockholm whose window emphasized the magnificent plate used in the Barataria banquet scene of the deMille picture.

COUPLE OF FINE BOOKLETS

We have received copies of two fine Paramount booklets, one from England, the other from India.

The English publication is a pocket-sized booklet listing the Paramount product for release during June, July and August and has been compellingly edited in 3 striking colors.

India's contribution is an illustrated program for "The Buccaneer" so printed that it can be purchased by any theatre in India, and has two pages left blank for extra printing. Its editing represents fine work on the part of publicity manager Lew da Silva of Bombay.

The screening was carried out with proper zoological supervision, and with representatives of the

A fact proved more and more conclusive by this very issue under review. Page upon page proves the incalculable value of exploitation, both in and out of Contest time.

AUSTRALIA STAGES PARALLEL TO "WELLS FARGO"

Down in Australia, about 60 years ago, there was a parallel situation to that which provides the substance of Frank Lloyd's production, WELLS FARGO. In this case the company's name was Cobb & Co. In Ballarat, Victoria, when the picture opened at the Capitol Theatre, Melbourne, about 100 miles away, an historical scene was recreated and a print of the picture was sent by stagecoach to the Victorian capital. Eric Wahlquist, publicity director of the Capitol Theatre staged the stunt. The scene above depicts the ceremonies immediately prior to the departure



of the ancient stage coach, which was actually one of the vehicles used so many years ago. Note the print of the picture on top of the coach.



BUENOS AIRES. Shown here is one of several important windows in the Argentine capital which gave splendid cooperative support to the Marlene Dietrich picture, "Angel." This window belongs to the famous store, Ciudad de Mexico, and the tie-up was arranged by the smoothly functioning publicity department under the direction of Guillermo Fox.



A CHIMPANZEE REACTS TO AN ACTUAL SCREENING OF "HER JUNGLE LOVE"

On Monday, April 11, there was held in Paramount's Home Office projection room in New York City one of the most unusual screenings in film history. The guest of honor was a chimpanzee, Annie, taken from the New York Zoological Garden especially for the event. Paramount officials were imbued with the idea of watching just what Annie's reaction to the chimpanzee, Jiggs', actions in the technicolor production would be. As shown by the scenes above, Annie was docile, interested, and all things considered, extremely intelligent. She approved at the right times, was scared at the right times, and undoubtedly gave her endorsement to the quality of the film's color.

The screening was carried out with proper zoological supervision, and with representatives of the

Society for the Prevention of Cruelty to Animals present. We suggest that if you are moved to repeat the stunt locally, you likewise take all of these very necessary precautions, otherwise possible repercussions might harm your enterprise rather than help it. This particular stunt as carried out in New York secured a large amount of very worth while newspaper space, since, as you might well judge, there was a full representation of the press present.

LONDON:—Advice by mail from Publicity Director G. H. Hawkins states that a similar stunt was staged at the Plaza Theatre in connection with the season of "Her Jungle Love" there. A chimpanzee was taken from the London Zoo, and likewise reacted intelligently to the film. The experiment secured very good press space in the British capital. (Later. A full report is on Page 12.)

NOTAS DEL MES

—Con profunda pena, reflejo de la que embarga a todo el personal de nuestra Compañía, damos la noticia del fallecimiento de don Ike Blumenthal. Contadísimos serán los paramountistas que no trataron personalmente al energético, simpático e insigne trabajador que tan valioso impulso diera a la Paramount. Su pérdida ha de sentirse por mucho tiempo; su memoria durará dondequiero que atiente la Paramount.

—Después de haber terminado su jira por Centro y Sudamérica, el señor Hicks llegó a París el 21 de abril. Una vez que efectué el acostumbrado viaje de inspección por Europa, tomará en Inglaterra, el 18 de mayo probablemente, el trasatlántico en que llegará a Nueva York cinco días después.

—Muy alentadores son los informes de la oficina del señor Luraschi, en nuestros Estudios de Hollywood, acerca de lo activamente que se adelantan las películas "Pescadores de Alaska" ("Spawn of the North") y "Hombres con alas" ("Men With Wings"), soberbias producciones ambas que estarán listas para estreno dentro de unos meses.

—Nuestro entusiasmo por "El embrujo del trópico" ("Tropic Holiday") ha ido en aumento durante las últimas semanas. Nos tienen prometido que podremos darle un vistazo dentro de diez o quince días a esta película que, lo sabemos de antemano, aparecerá a nuestros ojos como uno de los elementos de buen éxito más valiosos con que cuenta la Paramount.

—Publicamos este mes los primeros resultados de las posiciones del Concurso. Nos abstaremos de hacer comentario alguno, porque entendemos que, tanto quienes aparecen en los primeros puestos como quienes ocupan otros, saben muy bien por qué están donde se hallan. El próximo mes, para estas fechas, habrá terminado el Concurso, y habrá llegado la hora de empezarles a repartir los cheques a los premiados.

—En el entretanto, hay todavía tiempo de que cada cual añada su onza de esfuerzo a la participación de los Exhibidores en el Concurso. Tenga cada cual en cuenta que, mientras mayor sea el número de Exhibidores y mayor el de películas y mayor el de días en que las presenten, mayor será su propia probabilidad de ganarse uno de estos cheques. Y recuerde asimismo que bien podrá ser que le corresponda a su región la gloria de haber sido la que descubra al Exhibidor más progresista del mundo entero.

—Damos cabida en lugar preferente de este número a la información relativa a singularísima exhibición experimental de "Pasión Salvaje" ("Her Jungle Love") llevada a cabo en Nueva York, en uno de los salones de proyección de la Paramount. Un chimpancé del Jardín Zoológico, al cual se llevó allí con tal objeto, vió, por primera vez en su vida, naturalmente, la mencionada película. De efectuarse en forma debida, es éste reclamo muy propio para las grandes ciudades, y como tal lo sometemos a la inteligente consideración de los interesados.

"MEN WITH WINGS"
—scheduled to be
As Big as the Heavens!



LAUNCHING THE DRIVE IN RIO DE JANEIRO

One of the earliest manifestations of the Paramount on Parade Around the World Drive was this goodwill luncheon staged by the Paramount publicity department in Rio de Janeiro, with the representatives of the Brazil press present as guests of honor.

NOTICIARIO DO MEZ

Iniciamos estas notas com uma triste noticia, que penalizou toda a nossa organização — a morte do sr. Ike Blumenthal. Cavalheiro de fino trato, que serviu á nossa firma durante tantos annos e tendo ocupado tantos cargos de confiança, o saudoso extinto deixa uma profunda saudade entre todos nós, que o conhecemos e tanto o admiravamos.

Tendo completado a sua visita aos paizes sul-americanos, Mr. Hicks já se encontra em Paris, para a sua costumada inspecção aos departamentos da Paramount na Europa. Mr. Hicks partirá da Inglaterra para Nova York a 18 de Maio, devendo aqui chegar a 23 do mesmo mez.

Segundo as comunicações que temos recebido do Estudio em Hollywood, sabemos que vão em boa marcha a produção dos filmes "Spawn of the North" e "Men with Wings" (Homens com asas), e ao que parece teremos nessas duas obras dois bellos numeros para o nosso grande programma deste anno.

—Augmenta o nosso entusiasmo pelo filme "Tropic Holiday" (Feitico do Tropico). Esperamos vêr na tela uma amostra dessa fita, que nos será brevemente remetida, e temos a certeza de que acharemos nella tudo o que vimos esperando — um trabalho merecedor de grandes elogios.

—Offerecemos este mez os primeiros dados positivos do nosso novo Concurso Internacional. Estampamos esses dados sem nenhum commentario, pois sabemos que os paizes que estão na dianteira sabem por que lá estão, como os que não attingiram esse marco sabem também a causa de não o terem alcançado. No proximo mez o Concurso estará fino, iniciando-se então a remessa dos cheques de premio.

Mas enquanto a data final não chega, ainda ha tempo para que os concurrentes evidem os ultimos esforços. Lembrem-se de que quanto maior for o numero de exhibidores que exhibam mais filmes durante um maior numero de dias, maior será a oportunidade de victoria e de um gordo cheque. É bom lembrar tambem que no seu territorio poderá estar o exhibidor mais industrioso e capaz de todo o mundo.

—Publicamos nesta edição os dados de um interessante experimento psychologico, referente ao filme "Idyllo na Selva." Trata-se de uma exhibição especial desse filme, para um chimpanzé do Jardim Zoologico de Nova York. A exhibição foi feita numa das salas de projecção da nossa casa matriz, e por tratar-se de um experimento de reacções psychologicas que pode ser repetido em qualquer

WAS DER MONAT BRACHTE.

In diesem Monat haben wir die Aufgabe, den Mitgliedern der Paramount Auslandsabteilung eine Nachricht zu übermitteln, die sie aufs tiefste erschüttern wird: Das Jähe Ableben von Herrn Ike Blumenthal. Dieser umsichtige, stets liebenswürdige und zuvorkommende Paramount Pionier, der soviel zum Aufstieg der Paramount Organisation beigetragen hat, war Ihnen allen wohlbekannt und sein allzu frühes Dahinscheiden erfüllt uns mit tiefer Trauer. Solange es eine Paramount Organization gibt, wird Herrn Ike Blumenthal ein treues Andenken bewahrt werden.

Herr Hicks ist am 21. April, also nach Beendigung seiner zentral- und südamerikanischen Inspektionsreise, in Paris eingetroffen um den europäischen Filialen seinen üblichen Frühjahrsbesuch abzustatten. Er gedenkt seine Rückreise am 18. Mai von England anzutreten und wird dann fünf Tage später wieder in New York landen.

In den Hollywood Ateliers wird mit Hochdruck an "Spawn of the North" und "Men With Wings" gearbeitet. Laut Berichten von Herrn Luraschi machen beide Filme gute Fortschritte. Es handelt sich um zwei imposante Grossfilme, die in wenigen Monaten im Verleih erscheinen werden.

Unsere Erwartungen bezüglich "Tropic Holiday" wachsen von Woche zu Woche. Wir werden den Film voraussichtlich in den nächsten acht bis vierzehn Tagen zu sehen bekommen und sind mit Recht gespannt, erwarten wir doch von diesem Film Erträge, wie sie schon lange kein Film mehr gebracht hat.

Endlich sind wir in der Lage, Ihnen die ersten Filialstände zu bringen. Ein Kommentar unsererseits erübrigt sich vollkommen, denn diejenigen, die im Wettbewerb führen, wissen sehr gut warum sie führen, und die anderen, welche nicht so gut abgeschnitten haben, wissen ebenso gut woran es hapert. Im nächsten Monat um diese Zeit ist der Wettbewerb beendet und wir sind dabei die Schecks für die Sieger abzusenden.

Sie haben aber inzwischen noch vier Wochen Zeit für einen Endspurt bezüglich Teilnahme der Theaterbesitzer an diesem Preisauftschreiben. Bedenken Sie, je mehr Theaterbesitzer an mehr Tagen mehr Filme zeigen, desto grösser ist Ihre Aussicht einen Preis davonzutragen. Und vergessen Sie dabei nicht, dass sich unter Um-

grande cidade, onde haja grupos zoologicos, aqui deixamos a noticia como sugestão de curiosidade e de possibilidades praticas.

ständen in Ihrem Bezirk der Theaterbesitzer befindet, dem der Titel 'Der geschäftstüchtigste Theaterbesitzer der Welt' gebührt.

Mit dieser Ausgabe bringen wir alle Einzelheiten über ein psychologisches Experiment, das wir in New York City im Zusammenhang mit der Vorführung von "Her Jungle Love" gemacht haben. Es handelte sich um eine private Vorführung zu Ehren eines Schimpansen aus dem New Yorker Zoo. Fachmännisch gehandhabt kann man dieses Experiment in jeder grösseren Stadt ausführen und somit kostenlos gute Reklame für diesen Dschungelfilm machen.

NOTES DU MOIS

Nous devons vous informer ce mois-ci d'un événement qui a occasionné de profonds regrets dans notre entière organisation — la mort de M. Ike Blumenthal. Rares sont les Paramountais qui n'ont pas à quelque moment de leur carrière rencontré cet énergique et charmant pionnier qui a tant accompli pour Paramount. Sa mort sera longtemps ressentie et sa mémoire restera aussi longtemps qu'il y aura une organisation Paramount.

Mr. Hicks, ayant complété sa tournée de l'Amérique Centrale et de l'Amérique du Sud, est arrivé à Paris le 21 avril et accomplit en ce moment sa tournée habituelle d'Europe. Il se propose de quitter l'Angleterre le 18 mai et de rentrer à New York cinq jours plus tard.

"Spawn of the North" et "Men with Wings" sont maintenant en voie d'exécution et le département de M. Luraschi, au Studio, nous envoie sur leur progrès des rapports fort encourageants. Il paraît que ce sont là de puissants films que seront lancés d'ici quelques mois.

Notre enthousiasme pour "Tropic Holiday" augmente avec les semaines que passent. On nous promet un coup d'œil sur ce film dans les prochains dix ou quinze jours et nous savons pertinemment bien que ce coup d'œil nous révélera un des meilleurs films au crédit de notre compagnie.

Ce mois, nous vous donnons les premiers chiffres sur la situation du Concours. Nous vous les présentons sans commentaire, car nous savons que ceux qui sont en tête savent pourquoi ils le sont, et ceux qui ne sont pas en tête savent aussi pourquoi ils occupent la place qu'ils ont. Encore un mois et le concours sera fini, et l'on commencera à remplir les chèques au nom des gagnants.

Entretemps, il est encore temps pour vous de donner un coup de collier pour donner de l'impulsion aux exhibiteurs participant au Concours. Souvenez-vous que plus il y a d'exhibiteurs montrant le plus grand nombre de films pendant le plus grand nombre de jours, et plus près vous serez de gagner ces chèques. Et souvenez-vous aussi que votre territoire peut avoir l'honneur de posséder l'exhibiteur le plus entreprenant du monde entier.

Nous mettons en vedette dans ce numéro-ci les détails d'un unique déroulage psychologique exécuté à New York pour "Her Jungle Love." Le film fut projeté sur l'écran au profit du chimpanzé du Jardin Zoologique de New York dans notre chambre de projection. Sous une direction experte, c'est là un truc de lancement qui peut être entrepris dans n'importe quelle grande ville et nous en sommes l'idée à votre capable appréciation.



PICTORIAL PEEPS AT POPEYE'S PEREGRINATING PROGRESS

At the moment of writing, Popeye the Sailor is in Paris. Meanwhile we pause above for an insight into some of the hundreds of things he was permitted to do in England through the combined good offices of Messrs. Earl St. John, G. H. Hawkins and other members of their respective staffs. Across the top row he is shown (a) with a bevy of Plymouth beauties, (b) bowling on the famous Plymouth Hoe, from whence Sir Francis Drake leisurely went to defeat the Armada, (c) meeting Managing Director John Cecil Graham in the Bulldog Division Leader's office (d) beside the statue of Sir Francis Drake

at Plymouth, and (e) meeting Mr. C. Priestman, manager of the Paramount Plaza Theatre in London. In the lower row he is shown (a) perched before one of Trafalgar Square's lions in London (b) booking his passage with Imperial Airways for the flight to Paris, (c) a contestant in a motorcycle race, (d) meeting the famous aviatrix, Jean Batten, at the entrance to Paramount House, London, and (e) locking grips with wrestler Rod Fenton while referee Lew Marco watches from the floor. All in all, highlights to be proud of in an exceptional exploitation campaign.



Australia's Managing Director Harry Hunter guested by the Wellington 33 Club in Wellington, New Zealand. Present are prominent exhibitors, lawyers, film exchange men and press representatives. Mr. Hunter is at the left of the picture hung in the background: General Manager (Paramount) Stanley H. Craig is at the right of that picture. Publicity Manager Reg Felton is in the left foreground.

HARRY HUNTER SURVEYS NEW ZEALAND

After a year devoted to Australia, the Blue Ribbon Division's Managing Director, Harry Hunter, has just completed his first comprehensive survey of the Dominion of New Zealand. This is more of a jaunt than most Paramountees think it to be, New Zealand lying more than 1300 miles to the East and being a very extensive territory in its own right.

In the principal cities of Auckland, Wellington, Dunedin and Christchurch, Mr. Hunter held exhibitor meetings and also had screenings of the newest Paramount product. He met with most enthusiastic receptions everywhere and the trip is counted as being an excellent stroke of goodwill building.

Apart from the business aspect of the trip, Mr. Hunter counts it as one of the scenic thrills of his lifetime—and he knows a good deal about

beautiful scenery, coming as he does from the state of Washington in the United States, where Mount Rainier and the Rocky Mountains are sights to send one spellbound. The geographical locations of New Zealand's cities are such that in encompassing them all one must pass scenic beauties which embody the thrills of the Swiss Alps, the Norwegian fjords, the Scottish highlands and the river-studded pasturals of New England. All of this Mr. Hunter secured in the

line of organization duty—and we give it to you here with or without the sanction of the New Zealand Chamber of Commerce.

Mr. Hunter has since returned to the comparative calm of Australia, wherein he headquarters in Sydney.

SUPERB BROADSIDE FOR "THE BUCCANEER"

We are convinced now that we never really saw what an advertising broadside could be like until we saw the one produced by the Paris advertising department for the season of "The Buccaneer" at Le Paramount, Paris. Inspired by the magnificent front-of-house display produced by Le Paramount, this broadside, to use an American expression, really "went to town." We cannot imagine any French exhibitor having the heart to turn aside from such a powerful appeal, which is probably one reason why "The Buccaneer" is expected to do such a good business in France.

(We mention merely in passing

that you'll find pictorial evidence of the power of Le Paramount's display elsewhere in this issue.)



PARIS PARAMOUNT PLUGGED "HIGH, WIDE AND HANDSOME"

Depicted here is a line of paying customers surging up to the box-office of the Paramount Theatre in Paris for the purpose of seeing *High, Wide and Handsome*. What is not depicted here is the splendid publicity campaign back of this movement, a large share of which success belongs to the effort sponsored by Exploitation Directors Plunkett and Agramon in co-operation with the Veedol-Tidewater Oil Company. The cooperative spirit existing between this company and Paramount throughout the world has been mentioned by us several times in these columns: this case in Paris was another graphic example of the merit of the tie-up.

We have noted the following concise classified advertisement in the columns of "The Paragraph" of London:

WANTED!

Wanted — Energy, Enterprise, Initiative in keeping PARAMOUNT ON PARADE AROUND THE WORLD!

AANTEKENINGEN VAN DE MAAND

Deze maand is het onze droeve taak U een gebeurtenis mede te delen, welke onze organisatie diep heeft geschokt...het verscheiden van den Heer Ike Blumenthal. Slechts zeer weinig Paramounters was het niet vergund kennis te maken met dezen energieken en charmanten baanbreker, die zoo veel tot den bloei van Paramount heeft bijgedragen. Zijn heengaan zal zich lang doen gevoelen en zijn herinnering iimmer voortleven in de Paramount organisatie.

De Heer Hicks, is na beëindiging van zijn inspectie rondreis in Zuid- en Midden Amerika, op 21 April in Parijs aangekomen en maakt thans zijn gebruikelijke Europeesche inspectie reis. Hij is voornemens 18 Mei uit Engeland te vertrekken om 5 dagen later in Amerika terug te keeren.

'Spawn of the North' en 'Men With Wings' bevinden zich thans in productie en de aammoedigende berichten dienaangaand uit de afdeeling van den Heer Luraschi houden groote beloften in voor het toekomstige succes dezer rolrenten, welke in den loop der eerstvolgende maanden gered zullen zijn voor wereld distributie.

APPUNTI DEL MESE

Siete stati informati in questo mese di un avvenimento che ha profondamente turbato l'intera nostra organizzazione — il passaggio nell'eterno riposo del sig. Ike Blumenthal. Pochi sono quelli della nostra Famiglia che, in qualche momento della loro vita, non ebbero occasione di incontrarsi con questo energico, affascinante pioniere lavoratore che tanto ha fatto nell'interesse della Paramount. La sua perdita sarà per lungo tempo rimpianta e la sua memoria durerà fino a quando durerà l'organizzazione della Paramount.

Il signor Hicks, completato il suo giro d'ispezione nell'America Centrale e meridionale, giunse il 21 Aprile a Parigi ed è ora occupato nella sua abituale ispezione Europea. Egli conta di imbarcarsi il 18 Maggio in Inghilterra per giungere, cinque giorni dopo, a New York.

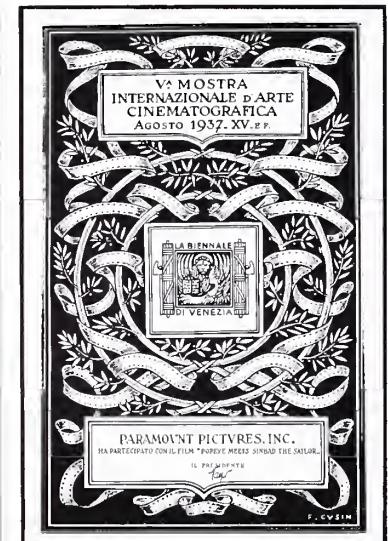
"Spawn of the North" (Razza del Nord) e "Men with Wings" (Uomini alati) sono in attiva lavorazione e siamo molto incuriositi dai rapporti che sul progresso dei due films ci giungono dal dipartimento del signor Luraschi, nel nostro studio. Sembra che si tratti di due films poderosi che saranno pronti per essere licenziati al pubblico nei prossimi mesi. Il nostro entusiasmo per "Tropical Holiday" (Festa Tropicale) aumenta col passar delle settimane. — Ci si promette un'occhiata al nuovo film tra dieci o quindici giorni e sappiamo benissimo che tale sguardo ci mostrerà una delle migliori attivita' della nostra compagnia. Questo mese diamo le prime cifre sui risultati del nostro concorso. Le riportiamo senza commenti perché sappiamo che coloro che sono in testa sanno perché vi sono, come quelli che non sono in prima fila sanno perché sono dove sono. Nel mese prossimo il concorso sarà

Ons enthousiasme over 'Tropic Holiday' is in de algeloopen wekken aangewakkerd, vooral nu wij over een dag of tien de eerste copie zullen zien.

Deze maand geven wij U de eerste tabel van den concours stand. Zonder verder commentaar, want de divisies welke aan het hoofd staan weten zelf wel hoe ze daar gekomen zijn, evenals de overigen weten hoe het komt dat ze geen hogere plaats innemen. De volgende maand omtrent dezen tijd is het concours afgelopen en zal reeds een aanvang zijn gemaakt met het schrijven van de cheques voor de uitgeloopte prijzen.

Intusschen is het nog mogelijk met een laatste krachtsinspanning de theater directies te bewegen meer Paramount films te laten draaien, want hoe meer Paramount films in dit tijdstuk vertoond worden, des te groter is Uw kans om een van de begeerde chequejes te bemachtigen. Bovendien is het mogelijk in Uw gebied den bioscoop eigenaar te vinden met den grootsten ondernemingsgeest.

In dit nummer geven wij U een gedetailleerd verslag van een in New York gehouden psychologische film vertoening van 'Her Jungle Love.' Deze vertoening werd gehouden voor den chimpansee uit den New Yorkschen dierentuin in de projectie zaal van Paramount. Dit is een van de vernuftige reclame ideeën, welke navolging verdient in steden die zich op een dierentuin kunnen beroemen.



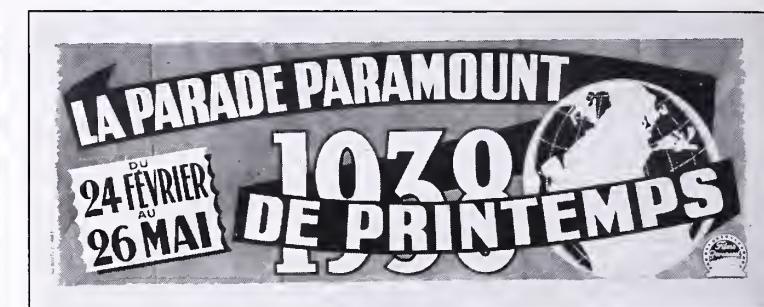
PARTICIPATION PROOF

This is Paramount's certification covering participation in the Venice Cinema Exposition of last year. It reveals that Paramount's production, *Popeye Meets Sinbad the Sailor*, was one of the world's pre-eminent short features, it needing this qualification in order to secure approval as an entry.

terminato e i cheks di premio saranno completati col nome dei vincitori.

Frattanto v'è ancora tempo per voi di dare la spinta finale ai partecipanti alla gara. Ricordate che piu' concorrenti rappresentano piu' films per maggior numero di giorni, e tanto maggiori sono le vostre probabilità di ghermire uno di quei checks. Ed anche rammentate che il vostro territorio puo' aver l'onore di svelare al mondo intero il concorrente piu' brillante.

Vi preciseremo questo mese i det-



FRENCH PARADE POSTER. This is one of the many compelling posters produced by the French organization in behalf of the Paramount on Parade Around the World campaign. Appropriately enough (for the Northern Hemisphere, that is) the event was called "Paramount's Spring Parade."

MÅNADENS NYHETER.

Denna månad ha vi den sorgliga plikten att tillkänna en händelse som djupt berört hela vårt bolag — Mr. Ike Blumenthals främfall. Det är endast ett fätal Paramountär som ej vid något tillfälle mött dena energiska och behagliga pionär, som utträttat så mycket för Paramount. Alla känner djupt dena mans bortgång och hans minne kommer att leva länge inom alla branscher av vårt bolag.

Mr. Hicks som just avslutat sin Syd- och Centralamerikanska resa anlände i Paris den 21sta april och är nu på sin sedanlänga inspektrionsresa Europa rundt. Han hoppas att kunna resa från England den 18de maj, och anlända i New York fem dagar senare.

"Spawn of the North" och "Men With Wings" är nu påbörjade och vi är mycket nöjda med de budskap vi få om dessa båda filmer från Mr. Luraschis aydelning i vår ateljé. Det synes verkligen som om dessa båda kommer att bli storfilmer; och båda kommer att bli färdiga om ett par tre månader.

Vi bli mer och mer entusiastiska över "Tropic Holiday" dagligen. Vi är lovade att få en första titt på filmen omkring fjorton dagar och vi veta på förhand att vi kommer att få skåda en av de mest givande ägodelar vi ha i bolaget.

Denna månad kunnar vi delgiva de första siffrorna inom vår tävlan. Vi delgiva dem utan att säga något alls där om, ty vi veta att de som nu är i spetsen, veta varför de är där, och de, som är på efterkälken, veta också varför de är där. Vid den här tidpunkten nästa månad är vår tävlan över, och utskrivandet av priser har börjat.

Under tiden är det emmellertid tid ännu att ge en sista oerhörd ansträngning för slutspurten. Särskilt för teaterägarna. Glöm ej att ju fler dagar ni spela än flera filmer, ju större är eder chans att få en av dessa önskvärda priser. Och glöm ej att edert särskilda territorium ken på detta sätt få äran av att vara det mest fruktbara i världen och teaterägaren den mest framgångsrika.

tagli di una singolare proiezione tenuta in New York a beneficio di "Her Jungle Love" (Il suo amore della jungla). La visione fu in onore di uno scimpanzé, portato fuori per la prima volta dal Giardino Zoologico di New York, per vedere il film nella sala delle proiezioni della Paramount. Sorvegliato da qualche esperto e' questo una esperienza di avanguardia che puo' essere ripetuta in ogni grande città e di cui sottoponiamo l'idea alla vostra attenta ed intelligente osservazione.



This is the life-like impersonator of a chimpanzee referred to in the accompanying article, by Mr. G. H. Hawkins in connection with the season of "Her Jungle Love" at the Plaza Theatre, London.

RELATIVE FROM ZOO IN NOVEL STUNT FOR "HER JUNGLE LOVE"

Some good exploitation is being carried out in connection with the London run of "HER JUNGLE LOVE."

A life-like impersonator, closely resembling "Jiggs," the trained Chimp who has an important part in the film, attracted wide-spread attention by its antics round the front of the theatre. During the day time he cavorted along the parapet of the theatre and the sight of the bounding simian outline silhouetted against the Regent Street skyline caused hundreds of people to collect.

Later in the week, the process was taken a step further when "Sally," the famous tame chimpanzee came along to see the picture.

Representatives of the press were invited to be present to watch Sally's reactions. The experiment proved extremely entertaining. Sally's responses to the action on the screen showed that she evidently had a rough perception of the theme. During the quieter passages she sat quietly in her seat and during the most exciting moments she stood up, grasped the circle rail and nodded vigorously.

It may be mentioned that throughout Sally's conduct was exemplary and in no way was the comfort of other members of the audience interfered with. The stunt was highly successful and was productive of satisfactory returns in the form of widespread publicity comment.

Paramount's INTERNATIONAL NEWS

JUNE 1938

VOLUME 5, No. 6



"Thanks to everyone
for making this trip
so wonderful!"



Mr. Hicks is back at the Crossroads of the World and has a number of very interesting announcements on Page 3.

Paramount

INTERNATIONAL NEWS

Editorial Comment of an Eventful Month

LEADER

Mr. Hicks has returned safely to New York, but the evidence of the value of his recently completed survey of so much of the Paramount world is spread like a golden pathway along the trail he travelled. It was in many respects the longest, and by all odds the most important, survey ever conducted by a Leader of Paramount's Foreign Legion. Topping all else has been the manifest esteem and affection directed towards him by so many hundreds of Paramountees in Central America, South America and the countries visited in Continental Europe as well as Great Britain. Last month we showed much evidence of this. Again this month, and despite the fact that Mr. Hicks has returned to his permanent office after having occupied so many travelling ones, we have much more evidence to offer, pictorially and textually. It all sums up, with or without any additional words of praise which might be added here, to the fact that Paramount's Foreign Legion has a Leader who truly is one in fact as well as in spirit.

DRIVER

Again being in receipt of that confidential Australian sales budget so dynamically compounded by General Sales Manager William Hurworth we are moved to go on record once more with two inescapable thoughts concerning it. One is, that Managing Director Harry Hunter is both proud and happy to have so forceful a sales head; the other, that Bill Hurworth certainly knows how to whip his Australian and New Zealand sales force into a white heat of activity, passing out the praise where necessary, and likewise dishing out the stings where required. The net result of which will, Bill hopes, show the Australian and New Zealand Blue Ribbon Bunch up on top of the standings when the figures appear next month.

SWITCHES

Back in the good (?) old (?) school days the term 'switch' used to have a certain irresistible significance. Today in our business of international commerce, and particularly with reference to contests such as the one we have just concluded, the significance of a switch in standings is still not without a certain marked importance. Take the switches on Page 4. In the Divisions note how Americo Aboaf has zoomed his contingent from Fourth to the Lead; how John Nathan has brought his Gauchos to Fifth from Eighth; how Benito del Villar has brought his Western Division to Sixth from

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry Edited by Albert Deane

Vol. 5

June, 1938

No. 6

MY SINCEREST THANKS TO GEORGE WELTNER

None of my territorial surveys in the past would have been possible but for the skill and ability of George Weltner, my assistant and more correctly my associate, in conducting the operations of the Foreign Department from New York City during my absence. This fact has been more pertinent during the survey I have just finished, firstly because the trip was twice the customary length as to time, and there were more circumstances of an untoward nature than on any other occasion. It is therefore with the sincerest sentiments that I can muster that I thank not only George for his skilled carrying out of his duties, but all of those members of Home Office who aided him immeasurably and cooperated with him completely.

JOHN W. HICKS, JR.



Twelfth; and how Andre Olsen has switched his Central Europeans to Eighth from Eleventh. But the switches haven't been confined to the Divisions. Note how amazingly some of the Countries have switched. As in the case of Philippines gaining the lead after having been 4th, Germany getting into 2nd after having been 5th, Colombia getting 5th in place of 8th. And then the gigantic strides made by Italy in getting 6th in place of 13th, and Uruguay making a fine switch from 22nd to 7th. Also Roumania (14th to 10th), Peru (25th to 13th), and Chile (21st to 14th), are other countries that have realized the value of switches; but inasmuch as word concerning this value must by now have swept clear around the world, we are definitely left in a quandary as to what we are going to have to do next month when, in announcing the final results, we are going to be faced with the spectacle (if all reports of forecasts be true), of having all the Divisions come in first, and all the countries as winners.

MIRANDA

With the selection of "Zaza" as the initial vehicle for the launching of Isa Miranda as Paramount's new and radiant star, we are buoyed up considerably by the executive statement from the studio to the effect that the trial recording of several sequences from the picture by Miss Miranda has exceeded even the fondest expectations of the men who will produce the picture. It is the consensus of frank opinion that Miss Miranda, vocally, emotionally, temperamentally and artistically, is the most magnificent actress to step be-

fore the Paramount cameras in many a long year. All of which was, of course, news that our ears were aching to hear.

PROMOTIONS

Our heartiest congratulations to Andre Ullmann on being appointed head of the Joinville Studio in Paris, and to Frank Farley in having succeeded to the post of Production Department representative in Paris. Both of these promotions have resulted from the deeply regretted and untimely passing of Mr. Ike Blumenthal. The duties of Mr. Ullmann will now be considerably enlarged, for in addition to his new studio post he still retains his general management of the Paramount theatres in France and Belgium.

"TROPIC"

This issue enthusiastically salutes the completion and screening of a musical film destined to write glowing pages in the history of Paramount production. The film is "Tropic Holiday," and the Foreign Department in the aggregate salutes it because it contains the combined talents of Tito Guizar, Dorothy Lamour and Ray Milland as stars of international repute; as well as grand performances by Bob Burns and Martha Raye, both of whom will surely gain new adherents as the result of their work in this film. Producer Arthur Hornblow, Jr., surely realized all that he set out after with this project, and he undoubtedly will have the satisfaction of hearing of the film's music being sung and whistled wherever the world has cinemas.

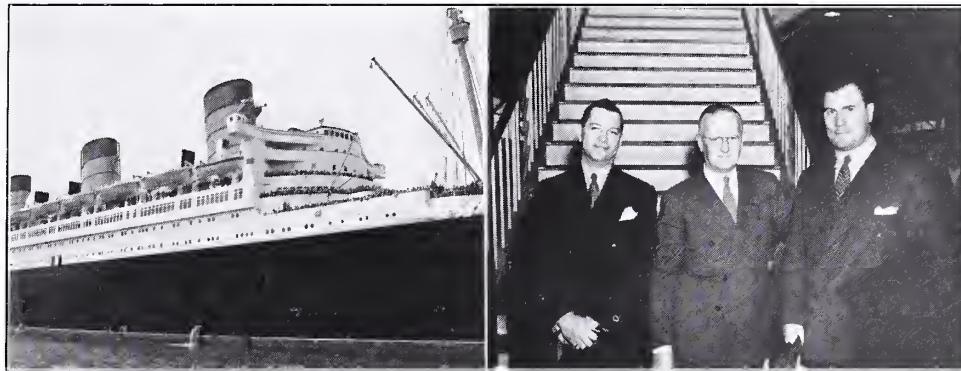
Foreign Legion Leader Returns

Mr. Hicks Reports Gloriously on Personnel and Product Abroad

Climaxing the longest and most important international survey that he has made since assuming the Leadership of Paramount's Foreign Department, Vice President John W. Hicks Jr., finally descended the gangplank of the QUEEN MARY at 1:15 p.m. on Monday, May 23, 1938. We have resorted to this repertorial accuracy because it seems that fate was not content to have the trip be as long as planned, but conspired with fog and tide to make it almost seven hours longer. At all events, Mr. Hicks came back to New York on a sunny day, back with plenty of news and to hear plenty of good news. He was accompanied on his return by Fred W. Lange, general foreign representative for Continental Europe.

It is unnecessary at this juncture to detail Mr. Hicks' trip in its entirety. You have by now been made reasonably familiar with the journey through Central and South America, where Latin American hospitality made the Foreign Legion's Leader thoroughly conscious of how glad all of the Paramountees south of the United States felt at having him among them. Even to this day the mails are loaded with further tributes, further expressions of gladness, and we feel that the time will never come when all of the Latin American Paramountees with whom he came in contact do not remember the visit down to the last little detail.

But it is of Europe that we are now mainly concerned. Mr. Hicks took the Italian liner "Augustus" from Rio de Janeiro and landed in Italy at Genoa. There he was met by Messrs. Americo Aboaf and Fred Lange, the latter having travelled down from Paris. Proceeding to Rome, Mr. Hicks entered at once into a series of official and organization conferences, some of which are pictured on Page 5. In Rome Mr. Hicks had conferred on him the high order of Commandante of the Crown of Italy, and this event was later signalized by the Italian organization at an enthusiastic luncheon held in the Hotel Ambassador. Throughout his stay in Rome, Mr. Hicks



At the left is a close shot of the QUEEN MARY; and at the right are three Paramountees who returned aboard her. They are Messrs. Charles Reagan, John W. Hicks, Jr., and Fred W. Lange, whose activities are described in the accompanying article.

SPAIN, JAPAN AND CHINA ARE RESTORED TO STANDINGS LIST. ALSO NAME OF J. E. PERKINS

Although circumstances over which we have no possible control prevent our supplying you with accurate details concerning their relative standings in the Paramount scheme of things, we are proud and happy to this month restore to the list of placements in our Contest the country names of Spain, Japan and China. Also we are restoring to the list of Division Leaders the name of James E. Perkins.

We feel that no further explanation of our columnar notations in each of these instances is necessary; but we do wish to proffer the information that just as soon as accurate placements can be made, this will be done.

In the meantime we are recording here, in all possible sincerity, our deep, heartfelt appreciation of all that the Paramountees in these stricken lands are doing during these times of stress; of the personal and physical sacrifices that they are making; and to add our prayers to their belief that their trials and tribulations cannot last forever.

was made thoroughly conscious of a Paramount activity which is this month signalized by the Italian Division appearing at the head of the standings. The Italian Paramountees are thrilled over the calibre of the Paramount product and have predicted that not only will they win the contest whose results will be announced next issue, but will finish at the head of the Paramount race at the end of the year.

From Rome (where incidentally Division Manager Carl P. York was also present at all of the important functions), Messrs. Hicks, Lange and York returned to Paris. Here was held a spirited sales meeting, the

attendees being pictured on Page 5. This gathering saw the newest pictures to arrive from the Studio, and also discussed sales and production policies.

Paris Promotions

It was at this meeting that Mr. Hicks announced two promotions which allocate to two talented Paramountees a division of the duties previously handled by the late Ike Blumenthal (to whom a silent tribute was paid during the conference.) Andre Ullmann, in addition to his duties of general manager of the French theatre organization, has been made manager of the Joinville Studio. Frank Farley has been made head of the department

TRIBUTES KEEP ON ROLLING IN

In the midst of this page's delight in welcoming the Foreign Legion's Leader back to New York we do not lose sight of the fact that the vociferous nature of South and Central America's joy at seeing him has far from dimmed. Every day and every mail brings to the Crossroads of the World additional evidence of the wealth of the welcome accorded him in Latin America. Batches of publicity clippings, hitherto unreceived photographs, programmes and menus of testimonial dinners and cocktail parties—all of these fine souvenirs keep sweeping to our already crowded desk. Unfortunately space does not permit of reproducing them all here; nevertheless we cannot allow the opportunity to pass of thanking all those Paramountees who have been so thoughtful as to send them along.

which represents the Hollywood Studio and the Production Department in Paris in all matters relating to talent, stories and other literary material. Both promotions were met with complete enthusiasm by all the delegates present.

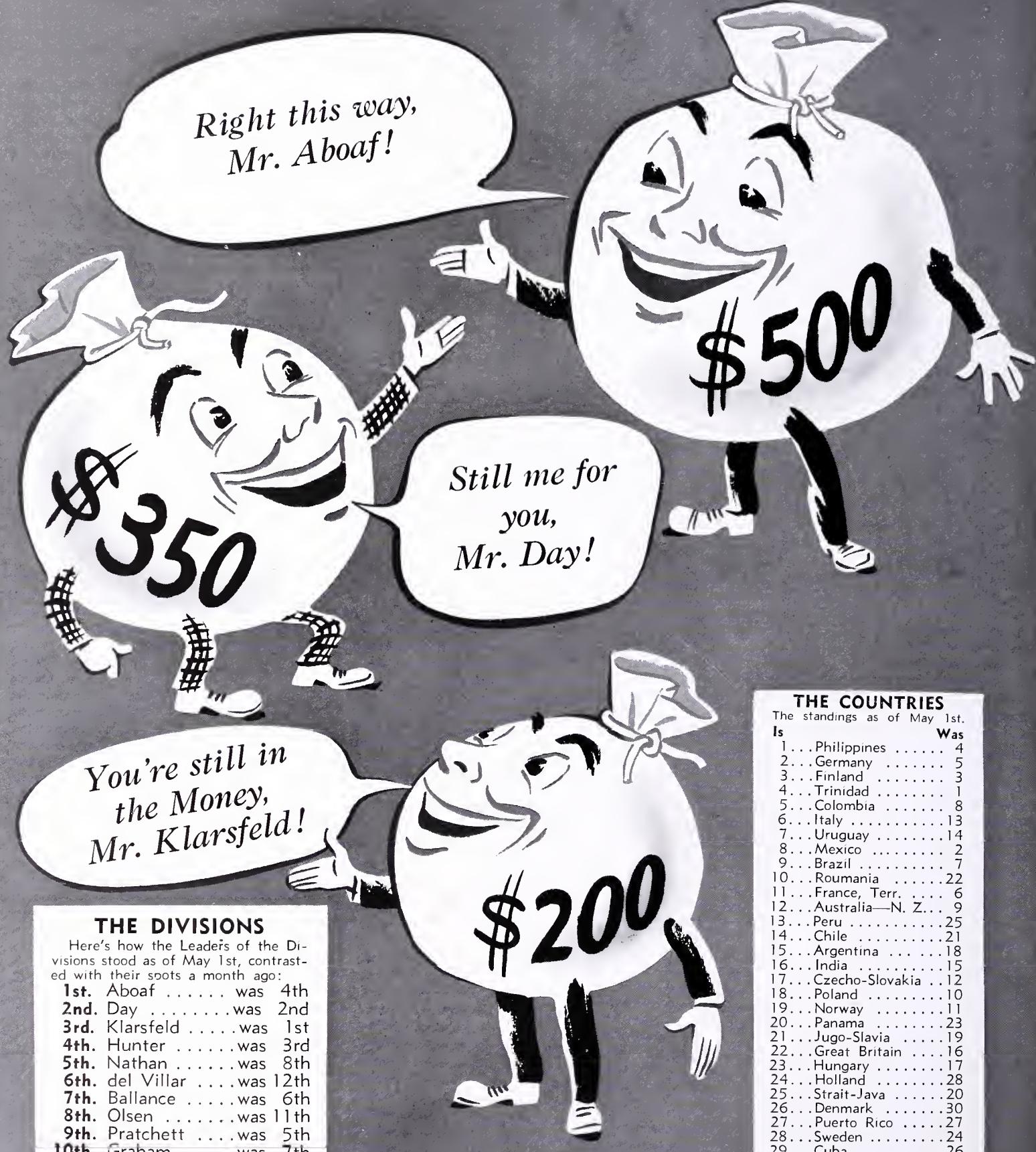
It was the pleasure of Mr. Hicks to note also here that the current Paramount product is a cause for great jubilation on the part of the sales force. All of the members of this force feel that the current and forthcoming array of film product represents one of the greatest sales bulwarks the company has had in years.

Next on the Foreign Legion Leader's itinerary was London, where he arrived in time to see the complete triumph of "Bluebeard's Eighth Wife." His cable signalizing this fact is to be found elsewhere in this issue. In London Mr. Hicks had several important conferences with Messrs. John Cecil Graham and Montague Goldman in connection with product, and as a result has brought back a series of vitally important recommendations concerning future product. Mr. Hicks also lined up comprehensive plans with regard to the production of films in England by Paramount and these plans will be made known in the very near future.

Then followed embarkation on the Queen Mary for Messrs. Hicks and Lange. On board they were joined by Charles Reagan, Western Division Manager of the domestic department. Mr. Reagan has been enjoying a vacation in England and on the Continent, the enjoyment being made largely possible through the cooperation of quite a number of

(Continued on Page 5)

"I HEAR YOU CALLING ME!"



THE DIVISIONS

Here's how the Leaders of the Divisions stood as of May 1st, contrasted with their spots a month ago:

1st.	Aboaf was	4th
2nd.	Day was	2nd
3rd.	Klarsfeld was	1st
4th.	Hunter was	3rd
5th.	Nathan was	8th
6th.	del Villar was	12th
7th.	Ballance was	6th
8th.	Olsen was	11th
9th.	Pratchett was	5th
10th.	Graham was	7th
11th.	Groves was	10th
12th.	York was	9th
	— Perkins (Incomp. Rep.)		

THE COUNTRIES

The standings as of May 1st.

Is	Was
1... Philippines	4
2... Germany	5
3... Finland	3
4... Trinidad	1
5... Colombia	8
6... Italy	13
7... Uruguay	14
8... Mexico	2
9... Brazil	7
10... Roumania	22
11... France, Terr.	6
12... Australia—N. Z.	9
13... Peru	25
14... Chile	21
15... Argentina	18
16... India	15
17... Czecho-Slovakia	12
18... Poland	10
19... Norway	11
20... Panama	23
21... Jugo-Slavia	19
22... Great Britain	16
23... Hungary	17
24... Holland	28
25... Strait-Java	20
26... Denmark	30
27... Puerto Rico	27
28... Sweden	24
29... Cuba	26
30... Guatemala	30
— Spain	Latest re-
— Japan	ports not
— China	available

FOREIGN LEGION LEADER'S RETURN

(Continued from Page 3)

Paramountees in the capital cities visited. Mr. Reagan is unstinted in his admiration of Paramount's Foreign Legion, and wants to take this additional means of tendering his thanks to all concerned for their marvelous cooperation in making his vacation such a wonderful one.

As for Mr. Hicks, we have endeavored to have our cover tell you precisely the same sort of thanks.

MR. HICKS' TRAVELS NOT YET OVER

Six working days after his return from his most comprehensive territorial tour, Mr. Hicks is preparing to make the fullest capital of his survey: he is leaving at once for Hollywood to spread before the Studio executives the vital information secured in South and Central America, and in Continental Europe and Great Britain. He is being accompanied by Fred W. Lange, and the visit is expected to occupy about ten days.

In Hollywood Messrs. Hicks and Lange will be the Company guests of Messrs. Adolph Zukor and William LeBaron. They will attend a series of conferences dealing not only with the pictures in work, or on the schedule for immediate commencement, but will review the entire line-up of future plans with respect to the world market as a whole.

Additionally, the two famous Legionnaires will see such giant productions in work as *IF I WERE KING*, *SPAWN OF THE NORTH*, *MEN WITH WINGS* and *ARTISTS AND MODELS ABROAD*.

Among other important matters necessitating the trip is the finalization of the British production plans.

We know that you will all be extremely happy that Mr. Hicks and Mr. Lange are making this studio visit, since it will have a profound bearing on the internationality of forthcoming Paramount product. We are also just as sure that the studio welcomes the visit, for it is only from such cooperation that they can be kept fully informed on the cinematic needs of the world.

FLASHES!

Here's a cable from Americo Aboaf on behalf of his Italian Division (the current leaders in the Contest, y'know): LAST WEEK SO-AND-SO LIRA. We mention, parenthetically, that the amount of money announced represented the greatest week's business in the entire history of the Italian organization.

A cable from Germany signed by Messrs. Thiebes and Horster: PARAMOUNT ON PARADE CLOSED WITH BIGGEST WEEK IN LAST TWO YEARS. ALL BRANCHES AND ALL SALESMEN OVER ONE HUNDRED PERCENT, TOTAL FOR GERMANY 134%. WE ARE MARCHING ON JUST THE SAME FOR PARAMOUNT PICTURES AND THE GERMAN ORGANIZATION.

And another cable in like spirit, this time from Calcutta, India, where it was signed by General Sales Manager S. Ganguli: HAPPY TO INFORM THAT AS WE PLEDGED WE HAVE FAR EXCEEDED QUOTA.

In the midst of all of this comes a stirring communication from the Foreign Department in the Studio attesting to the fact that *IF I WERE KING* is shaping up magnificently, and looks like being an all-time high in Paramount action spectacles.



THE FOREIGN LEGION LEADER IN ROME AND PARIS

The first and fourth of these scenes represent a luncheon tendered Mr. Hicks at the Ambassador Hotel in Rome in honor of his having had conferred on him the Commendation of Italy's Crown. The Paramountees in the first scene, set before the giant Trade Mark, are, in the popular order of left to right: Messrs. Carrus (Rome), Bertello (Catania), Scotti (Rome head office), Mannucci (Turin), De Semio (Genoa), Bocchi (Naples), Melani, Francis, Vernola (all of Rome head office), Carl P. York (Scandinavian general manager), Americo Aboaf, Hicks, Lange, Serrao (legal head, Rome), Della Fornace (Rome head office), Alberini (head of Italian Paramount News), Cesare Aboaf (Milan), Miss Tagliacozzo (Rome head office), Micheroux (Padua), Romano (Florence), Eleonor (Bologna), Bernazzani (Trieste). Second of the pictures depicts the meeting in

Paris, with Popeye as guest of honor. In the front row, left to right, are: Messrs. Ch. Peereboom, Carl P. York, John W. Hicks, Jr., Fred W. Lange and Morris Simpson. In the second row are: Messrs. Carl F. Dixon, Harald Frost, Andre Olsen, Henri Klarsfeld, Rudolf Jellinek, Frank Farley and Andre Ullmann. In the back row are Messrs. Louis Foldes and a visitor from Singapore, General Manager John A. Groves.

In the lower left is depicted Mr. Hicks receiving his Italian honor at the hands of the Minister for the Popular Culture, H. E. Dino Alfieri.

The fourth picture is simply a close-up of the first one, with Managing Director Americo Aboaf honoring Mr. Hicks on behalf of all those present, as well all the other Paramountees of the Italian Division.



A PICTORIAL REVIEW OF "TROPIC HOLIDAY"

If we were reviewing this very important Paramount picture with words and phrases (which it so happens we don't have to do), we would be sure and call your attention, with a bunch of specially chosen words, to the luxurious poses of Dorothy Lamour in the centre scene, and at the top left. Some of our equally important words (and we have a stack of them where a picture of this importance is concerned), would be reserved for the singing skill and personal charm of Tito Guizar, who is seen in two of the top scenes, and once in the bottom row. Other words would be devoted

to the charm of Elvira Rios, at the left; to the comedy talents of Martha Raye and Bob Burns; to the glowing romance between Dorothy Lamour and Ray Milland (Remember them in "Jungle Princess" and "Her Jungle Love"?); and to the thousand and one other colorful aspects to this gem of a musical treat. For the benefit of the uninitiated, we would also explain that the piece of business at the top left corner of our battery of scenes is a technical explanation of the fact that Dorothy Lamour and Ray Milland happen to be in love with each other in the picture.

CASTING FLASHES

Ray Milland, at present playing one of the leads in *Men With Wings*, has been given a new Paramount contract. After *Men With Wings* is completed he will go to England for a vacation, then return to make *Cafe Society* and *Tahiti*, the last-mentioned with Dorothy Lamour and in Technicolor.

Harry Sherman is making a sequel to *Borderland*, that Hopalong Cassidy picture of last year that was so successful. The new picture, which of course will star William Boyd, is named *The Fox Returns*.

Andre Charlot, famous Parisian revue producer, will stage the Paris music hall sequences in Isa Miranda's first Paramount picture, *Zaza*.

C. V. France, famous British actor whose performance as The Dean in Metro's "A Yank at Oxford" won many plaudits, has been signed by Frank Lloyd for the role of Father Villon in *If I Were King*.

Colin Tapley and Henry Wilcoxon have likewise been added to the cast of *If I Were King*.

George Rigaud's first American picture will now be *Paris Honeymoon*, in which he will be co-featured with Bing Crosby and Francesca Gaal. Edward Everett Horton, Akim Tamiroff and Ben Blue are other important members of the cast.

Stanley Ridges, prominent British

PARAMOUNT WILL MAKE TECHNICOLOR EPIC BASED ON "ROYAL CANADIAN MOUNTED POLICE"

Paramount has purchased all rights to R. C. Fetherstonhaugh's popular book, *ROYAL CANADIAN MOUNTED POLICE*, and will bring the story to the screen as a Technicolor picture with Dorothy Lamour, Ray Milland and Akim Tamiroff. The picture will be filmed in the Northwest section of Canada and should prove to be a scenic thrill as well as a dramatic one.

actor, has been cast for an important role in *If I Were King*.

Frank Tuttle is directing *Paris Honeymoon*, the cast of which will be headed by Bing Crosby, Francesca Gaal, Georges Rigaud, Shirley Ross, Ben Blue, Akim Tamiroff and Edward Everett Horton.

Frank Lloyd has elevated Lou Smith to the post of Associate Producer on *If I Were King*. Lou was formerly a member of the New York publicity department.

Joyce Compton and G. P. Huntley, Jr., have been added to the cast of *Artists and Models Abroad*. Jack Benny, Joan Bennett and the Yacht Club Boys head the cast, which also includes Mary Boland.

The Hopalong Cassidy production formerly known as *Beneath Western Skies* has now been titled *Pride of the West*.

Sidney Toler has been added to the cast of *If I Were King*.

Frank Lloyd, Paramount producer-director, announces that immediately he completes *If I Were King*, he will start filming *The Life of Lady Hamilton*.

Harry Sherman, producer of the Hopalong Cassidy series, announces that the two pictures to follow *The Return of the Fox* will be titled *The Frontiersman* and *Silver Trail Patrol*. The last two mentioned are ready for the cameras, the first is already being celluloided.

Jean Sablon, French singer, has been added to the cast of *Artists and Models Abroad* for a specialty number.

Paramount has purchased the best-selling book of J. Edgar Hoover entitled *Persons in Hiding*. Mr. Hoover, who is head of the Federal Bureau of Investigation (more popularly known as The G-Men), will lend his technical aid to the project, which

includes spreading the material in the book over at least three films.

Kitty Kelly, formerly a comedienne, will play the important role of a mother in *Men With Wings*.

Gaston Valcourt, French actor, has been signed by Frank Lloyd, producer-director, as dialogue director of *If I Were King*, starring Ronald Colman. Valcourt, who wrote, directed and appeared in his own plays throughout France for several years, will be responsible for the French inflections used in the picture.

John Howard and J. Carroll Naish head the cast of *Bulldog Drummond in Africa*, which Louis King is directing. Heather Angel is leading woman.

Virginia Weidler, former Paramount starlet who has been borrowed from Metro for an important role in *Men With Wings*, has been praised by even Director William Wellman for her effective and moving performance in the aviation film.

John Barrymore has been cast as Cascart in *Zaza*, Isa Miranda's first Paramount starring picture.

Herbert Marshall has been named leading man for Isa Miranda in *Zaza*, which George Cukor is directing for Paramount. Albert Lewin is the picture's producer.

Robert Preston, new Paramount leading man who will make his first appearance in *King of Aleatraz*, has been signed to a long term contract by the company. J. Carroll Naish will have the leading role in the film.

Product!

"BLUEBEARD" AND "BUCCANEER" MAY START WITH "B"—BUT THEY ARE SUPER "A" FILMS ACCORDING TO TOWERING CABLE EVIDENCE

Any month is only as good as the cable news it produces from all parts of the world. This is one of the Foreign Legion's unofficial axioms, and it worked out magnificently for us during the Merry Money Month of May. This column is going to give you the cream of the messages, the first of which was from Mr. Hicks in London, reading as follows:

"BLUEBEARD" FIRST WEEK AT PLAZA XXXX POUNDS. SECOND WEEK XXXX POUNDS. FIRST WEEK WAS ALL-TIME RECORD FOR ANY PLAZA WEEK. WILL RUN AT LEAST FOUR WEEKS PLAZA THEN TWO WEEKS CARLTON. "BLUEBEARD" OPENED METROPOLE THEATRE, COPENHAGEN (Denmark) TO PACKED HOUSES. PRESS CONSIDERS IT BEST PICTURE LUBITSCH EVER MADE. FILM EXPECTED REMAIN THERE ALL SUMMER. THIS AGAIN PROVES THAT GOOD PICTURES WITH NAME CAST WILL BE PLENTY SUCCESSFUL.

Naturally that cable was a gem of news, but it wasn't the only one. The following message flashed up from Colombia over the signature of Manager Alvaro Reyes:

RELEASED "BUCCANEER" IN BOGOTA, CALI AND MEDELLIN SMASHING ALL-TIME RECORDS ALL THREE PLACES DESPITE RAINSTORMS. GAAL AND TAMIROFF TREMENDOUS.

COMPLETE FEATURED CAST OF "ARTISTS AND MODELS ABROAD"

This picture now before the cameras, with Jack Benny and Joan Bennett starring, has Joyce Compton, Mary Boland, the Yacht Club Boys and Charlie Grapewin featured. Arthur Hornblow, Jr., is the producer and Mitchell Leisen the director.



HOLLYWOOD REMEMBERS ITS FAVORITES OF YESTERDAY BUT SELDOM

In *PRISON FARM*, one of Paramount's current melodramas, are several of the players who once were numbered among Hollywood's headliners. Today they are but 'bit' players, glad for their chance to get flashes on the screen where once they were the whole show. Three of them are pictured above with Director Louis King (second from left) and Warren Lionard, dialogue director. The three are Mac Busch, centre; Anna Q. Nilsson and Gloria Williams. Look for them when the picture comes along, and hope that they, and the hundreds more like them who helped build the film industry to what it is today, will get more and more opportunities for their brief flashes in the spotlight.

could match Angel's, apparently), and the face combines the features of Claudette Colbert, Olympe Bradna, Frances Dee, Carole Lombard and Dorothy Lamour.



PARAMOUNT PUPPET

Russell Patterson, the artist whose puppets were such a feature of the first "Artists and Models," has fashioned here a composite Paramount puppet for possible use in the new version. In this puppet the torso is that of Betty Grable, the legs belong to Marlene Dietrich (no one else



PRINCIPALS OF "IF I WERE KING"

In the centre is Ronald Colman, who will portray Francois Villon. At top left is producer-director Frank Lloyd; top right is Frances Dee, leading lady. Lower left is Basil Rathbone, and lower right is Ellen Drew. Other important personalities in the picture will be Henry Wilcoxon, C. V. France, Colin Tapley and Stanley Ridges.

FLASHES

Lillian Fischer, who in private life is Mrs. Frank Farley, wife of the head of the Production Dept. in Paris, has gone to Hollywood as style consultant on *Artists and Models Abroad*.

Another interesting note about *Artists and Models Abroad* is that it will show for the first time in a feature picture the noted New York model, "Cynthia." We have to put "Cynthia" in quotes because although "she" is a constant visitor at plays and night clubs, "she" can be taken apart and packed in a suitcase, because "she" is made of plaster and burlap.

Some songs spring from a picture's title, and occasionally a picture springs from a song's title. Such a case is *Thanks for the Memory*, in which Bob Hope and Shirley Ross will star. It springs from the song sung by this couple in *The Big Broadcast of 1938*.

An interesting cast change in the "Bulldog Drummond" series is that in *Bulldog Drummond in Africa*, now before the cameras; H. B. Warner plays the role of Inspector Neilsen. In the last three of the series this role was played by John Barrymore; prior to that it had been played by the late Sir Guy Standing.

The cast of *Campus Confessions*, newest of Paramount's caravan of collegiate comedies, is headed by Hank Luisetti, basketball star, Betty Grable, Eleanore Whitney, Robert Cummings, Roscoe Karns and Elizabeth Patterson.



"HAMLET" SINGS

This picture is printed here primarily because it is our tip that John Barrymore is turning in a swell comedy performance in *Spawn of the North*. Barrymore in his early career was one of the finest comedians of the American stage, a fact which kept cropping up when he first went on the screen for Paramount. Late— and chiefly in *True Confession*—it has been in the forefront of his work; and now it would seem that in *Spawn of the North* it is getting full play. At Barrymore's left is Dean Savant, his stand-in, and at his right is Lynne Overman. The pianist chose to be unidentified.

Touchdown, Army, this year's

Paramount football epic, has Mary Carlisle, John Howard, Roscoe Karns and Porter Hall assigned to the featured cast so far.

IMPRESSIVE TRIBUTE TO THE MEMORY OF TOM D. COCHRANE

Several months ago we reported in these columns that when the ashes of the beloved General Manager of the Division of the Orient arrived in Tokyo, the Japanese Government caused a memorial service to be held to the memory of an American who had been so noble an ambassador during so many years.

We have now been privileged to receive in New York a film record of this memorial service, and we cannot help but express here the pride we feel at so moving and profound a national gesture paid to the memory of a Paramounteer.

Truly, Tom D. Cochrane, in that life beyond this one, we salute you for the great service you rendered your profession and your Company while you were among us.



CONFERENCE AT THE AMBASSADOR

On May 9th last, COCONUT GROVE was given a world premiere at the Cocoanut Grove of the Ambassador Hotel in Los Angeles. The theme of the picture, as you probably know, stemmed from this famous conviviality spot of the stars. For the premiere there was a grand galaxy of Paramount stars and executives. Shown in our candid camera shot above are Messrs. Adolph Zukor (left) and Barney Balaban. At the right is Mrs. Balaban.

BOB GRAHAM RETURNS FROM AUSTRALIA

Robert Graham, with solid experience in Mexico and Australia now banked away, is back in the United States for conferences with Mr. Hicks in connection with his next assignment. He returned via Los Angeles late last month.

Bob was in Australia almost two years, serving as special representative, salesman, and finally in charge of the sub-exchange at Launceston, Tasmania. He was extremely popular with the Australians and made a host of friends during his stay in the Blue Ribbon Territory. We shall hope to report his new assignment next month.

ITALY'S HONOR TO Mr. JOHN W. HICKS, Jr.

Since he has had bestowed on him the high honor of Commendatore of the Crown of Italy, Mr. Hicks is referred to in Italy's brilliant house organ, "Paramount Italiana in Parata," as Il Comm. John W. Hicks.

PERSONALITIES

INDIA REPEATS WITH MAGNIFICENT ACCLAMATION FOR "JUNGLE" PICTURE

A year or so ago the picturegoers of India raised to the skies a roar of approval for "Jungle Princess." That film was classed as perfect entertainment for the masses. Now "Her Jungle Love" has gone and repeated, according to the following cable received from General Sales Manager S. Ganguli in Calcutta:

PRE-RELEASED "JUNGLE LOVE" CALCUTTA. ENTHUSIASTICALLY RECEIVED AND ACCLAIMED A WINNER FOR THE MASSES.

This message is simply further substantiation of our belief that this second 'Jungle' epic, aided of course by Technicolor, is perfect entertainment for the masses of the world's picturegoers.

THE TRAVELS OF POPEYE

Now of course Popeye the Sailor is back in his homeland, his European junket having been cut short in order to fill an urgent engagement in the United States. He returned on board the Normandie with Claudette Colbert on May 16th, and is now down in Texas.

In Europe he had many very pleasant experiences, not the least exciting of which was his flight across the English Channel. In the scene we have reproduced here he is shown being escorted from the Imperial Airways plane by Publicity Director Jack Plunkett (left) and Steward L. Foot. Following this startling incident, Popeye was the central figure in an amazing series of exploitation stunts throughout Paris, and certainly came to the attention of millions of Frenchmen and visitors in the French capital before being shipped off to Sweden.

Elsewhere in this issue you will find other pictures of Popeye in Europe.

MIRANDA GETS MARSHALL FOR "ZAZA"

We are extremely pleased to note the superb cast being lined up in support of Isa Miranda in her first Paramount starring picture, "Zaza."

Herbert Marshall has been signed as leading man. John Barrymore has already been announced as 'Cascart.' Other equally important announcements will yet be made.

George Cukor is the director and Albert Lewin is the Associate producer. In addition, Alla Nazimova, famed star of the American stage and silent pictures, and a memorable performer as "Zaza" herself, has been signed as produc-



SOME SENTIMENTS FROM BOMBAY

In expressing an opinion regarding India's chances in the Paramount on Parade Around the World contest, Frank V. Kennebeck, Bombay Manager, had the following to say:

"We are doing our best to make the months of April, May and June as big as possible for the Drive (Actually of course June is outside the scope of the Drive, Ed.), and so far, according to weeks, we are keeping well up with our quota. With *THE BUCCANEER*, *HER JUNGLE LOVE* and *BLUEBEARD'S EIGHTH WIFE* yet to be released,

SINCEREST SYMPATHY

We express, on behalf of the entire Foreign Legion, our deepest sympathy to John A. Groves, of Singapore, whose Father passed away recently in Sydney.

tion consultant.

It all begins to look as though we have a glamorous woman star again.

A WHOLE WORLD OF FINE EXPLOITATION FOR THE SPECTACULARITY OF "THE BUCCANEER"

It is not second-sight on our part to offer here the belief that quite a few of you are looking through this issue in the expectancy of seeing evidence of your fine work on behalf of "The Buccaneer." We know that a bunch of you must be doing this—some of you in France, others in Australia, still others in various parts of Latin America. We know about you all because we received your photographs, and other evidence.

But we decided (and we are really dictators when it comes to this sort of editorial policy), that it would be a good idea to save this material and present it all as a one- or two-page flash in the issue of July 1st. Which is just where you'll get it—and like it!



CLAUDETTE AND POPEYE WITH PARIS PARAMOUNTEERS

By now Miss Colbert is right back in Hollywood working on her newest picture, *ARE HUSBANDS NECESSARY?* But while she was in Paris, our candid cameraman caught her out taking tea with Popeye the Sailor, and by a happy coincidence, Messrs. Henri Klarsfeld and Jack Plunkett of Paramount were at the same cafe, as were a flock of Paris newspapermen and newspaperwomen, all of whom had been tipped off by the aforesaid Mr. Plunkett to what was going on. (Note: Messrs. Klarsfeld and Plunkett, in this order, are standing at Miss Colbert's right.)

we are most enthusiastic."

(NOTE. A later report, given elsewhere, tells of the sensational release of "Her Jungle Love" in Calcutta, which more or less bears out Mr. Kennebeck's prophecy.)

FLASHES!

Alla Nazimova, one-time star of the silent era, has been engaged as a technical director on Isa Miranda's first Paramount picture, *Zaza*.

The April 27th letter of Bill Hurworth's series of punchful sales epistles is an Australian humdinger. The Aussie General Sales Manager's style is probably without an equal in the world, but he certainly gets the results.

A bunch of plaudits for the newest issue of Czechoslovakia's "Novinky Paramount," a high ranking member of Paramount's parade of overseas house organs. This particular issue has gone in heavily for Harold Lloyd's forthcoming picture, *Professor Beware*.

Wilson Milligan has been appointed ad. sales manager for New South Wales, the premier state in Managing Director Harry Hunter's Australian division. Wilson got his start with Paramount as chauffeur to Mr. Hicks back in 1921. He also is a licensed airplane pilot.

Vladimir Sokoloff, who did such a memorable piece of work in *The Life of Emile Zola*, has been added to the cast of *Spawn of the North*.

The bayonet wound accidentally received by Joan Bennett during filming of *The Texans* will be preserved in the picture. The actual incident was caught by the cameras, so the script was changed to take care of the occurrence.

Anthony Quinn has been added to the cast of *Bulldog Drummond in Africa*. Almost all the action of this picture takes place in Morocco, making it a "Beau-Dog Geste" film.

Exploitation Makes the Movie Wheels Go Round



THIS POLISH VERSE IS APT,
AND TERSE

The illustration above represents one of 12 lavish display cards, each measuring 7 feet by four, which centre-spotted twelve of the foremost department store windows in Warsaw recently, the incentive being Paramount's rollicking comedy, **BLUEBEARD'S EIGHTH WIFE**. The text in the sign happens to be Polish poetry, the significance of which has been translated for us by one of Manager M. F. Jordan's skilled translators with an affection for verse and an appreciation of English. The text of the translation is:

*He wanted just the tops
And did not want them gay,
While she was searching the shops
For pants as bright as the day.*

*On stripes agreed and the sort
They parted as friends—or more?
But what if the tops were too short
The trousers too long, what a bore!*

*Had pajamas of "Opus" they bought
Their troubles would have been
naught.*

*The rich story of their married life
Gives the film "**BLUEBEARD'S EIGHTH WIFE**"!!!*



ARGENTINE SOUVENIR

Pictured here is a very effective cutout of Betty Boop and Popeye as Argentine characters. It was presented to Mr. Hicks by his many admirers in the Gaucho Division during his recent visit to that part of the world. It is now one of his prized possessions in Home Office, where it is extensively admired.

EXHIBITOR CONTEST NOW ENDED. ASSEMBLING AND DESPATCH OF ENTRIES NOW YOUR CONCERN

The final days of May saw the completion of what we expect will prove to be the most popular, most successful and certainly the most representative exploitation contest ever staged on an international scale. We have seen lots of incentive directed towards the exhibitors and now we are looking for what may be termed the cream of the exploitation crop.

As you so well know, it is to be your task to make the local selection of the best entry from your territory. This selection is to be sent to New York where it will stand in competition with the winning entries from all other territories. Out of all these entries there will be a selection made for First Prize and Second Prize.

Naturally we wish to arrive at the final decisions so far as the international field is concerned as early as possible, for the winner from this field has to stand in competition with the winning American entry in order to gain a grand prize which will be awarded by a committee of Hollywood stars. These stars will also do the judging.

Therefore please rush your winning entry to us, preceding it if possible by airmail advice in order that possession of it may be facilitated as soon as practicable.

2 FINE PIECES OF ADVERTISING FROM AUSTRALIA

Outstanding in its class is a volume called "**SPEAKING OF PICTURES**." It smacks of a certain inspiration from the recently issued **SNOOP** of America a few months ago, but over and above that it carries enough individuality to stand on its own. It is, of course, an intimate pictorial record of the best Paramount pictures, current and forthcoming.

Second of Australia's offerings is a trade paper insert of 10 pages entitled "**Paramount is on Parade**." It likewise, per medium of its sparkling color and forceful text, is entitled to a salvo of critical plaudits.

ILLUSTRATED MEMORANDA ARE BLUE RIBBON DRIVE INSPIRATION

Australia and New Zealand are certainly making every effort to win the Paramount on Parade Around the World Drive (and we'll know how well their efforts are succeeding next month). In addition to the many punchful letters devised by Managing Director Harry Hunter, and in addition to General Sales Manager William Hurworth's punchful Across-the-Desk Talks, there is devised each month a personal, illustrated memorandum despatched to each and every branch manager.

These memoranda carry the picture
(Continued bottom of Col. 4)

DAT IS POPULARITEITI
TEKENING VAN WEBSTER IN DE „NEW YORK TRIBUNE“
Wat de spinazie is voor Popeye
dat is Popeye voor uw kassa!



Van deze tekening verstrekken wij GEEN MATRUZEN!

DARNED CLEVER, THESE HOLLANDERS

It's always a polite shock to us to catch in one of our house organs from overseas some clever item which originated right under our own noses, but which we were too close to, to see. That's why we have reproduced the above reproduction of a cartoon which appeared originally in The New York Herald Tribune, and whose reproduction in Holland's "Paramount Koerier" shows how deeply the Paramounters and the picturegoers of Holland esteem Popeye. As a matter of fact, we are not even going to translate the text for you.

MORE HOUSE ORGANS

The May 14 issue of London's "Paramount Service" has an advertising layout on **BLUEBEARD'S EIGHTH WIFE** that we think is grand. Starting with a trail of eight wedding rings on the first page, it uses excerpts from 4 critical press reviews of the picture to lead on to a double-spread of scenes. These excerpts are: "GARY is grand" from the Evening News; "CLAUDETTE is enchanting" from the Sunday Graphic; "LUBITSCH does it again" from the Evening Standard; and "This is a PARAMOUNT TRIUMPH" from the Sunday Times.

India's "Paramount Service" for May 8 strikes a fine personal note with a long interview with Manager Frank V. Kennebeck following his return from the United States. It then goes into expressive detail concerning such major films as THE BUCCANEER, EBB TIDE, **BLUEBEARD'S EIGHTH WIFE** and the wonder-film of them all, HER JUNGLE LOVE.

More Exploitation News on Page 14

of Mr. Hicks, who as you can well realize is extremely well known to all the Australians and New Zealanders. The memoranda carry production details as well as drive inspiration material, and all of them end on the note: *Australia Must Win!*

NOTICIAS DEL MES

—Sucedido saliente del mes es el regreso a Nueva York del señor Hicks, con noticias cuya importancia supera a las de cualquiera otra jira anterior. Significativo, desde todo punto de vista, ha sido este viaje del jefe supremo de la Legión Extranjera, en las impresiones del cual domina el entusiasmo. En diferentes lugares de este número damos notas salientes de dicha jira, así como noticia de las manifestaciones a que dió motivo.

—Excelentes son asimismo las novedades procedentes de otro lugar: los Estudios de la Paramount. A la zaga de la muy importante de haberse firmado con don William Le Baron contrato para que actúe durante tres años como director gerente de producción, llega la de que "Hombres con alas" ("Men With Wings") y "Pescadores de Alaska" ("Spawn of the North") prometen ser dos películas verdaderamente grandiosas; y la de que "Si yo fuera Rey" ("If I Were King") despunta como magnífica producción en que Frank Lloyd conseguirá amar lo extraño y conmovedor de la acción con la rapidez en el desarrollo de la misma. De importancia para todos los interesados será advertir que tenemos aquí tres de las películas mayores filmadas por la Paramount, y que todas tres se estrenarán mucho antes de que termine el año.

—Hacemos pausa por un momento para informar a nuestros lectores (aunque dudamos que sea noticia para ellos) que el Concurso del Desfile Mundial de la Paramount quedó terminado, y que el próximo mes se publicarán los resultados del mismo. Sólo porque repetirlo no sale sobrando, añadiremos que, hasta el momento de entrar en prensa, la Italiana es la que aparece a la cabeza de las divisiones y las Filipinas el que ocupa el primer puesto entre los países.

—Uno de los homenajes más dientes que se han publicado en esta revista, es el del señor Hicks a don George Weltner, que aparece en la página 2. El señor Weltner ha llevado a cabo magnífica labor en la administración de la Legión Extranjera, que le correspondió desempeñar durante la ausencia del señor Hicks, jefe supremo de la misma. No solamente el señor Hicks, sino los demás dignatarios de la Compañía, alaban cordialmente la capacidad administrativa de que don George Weltner ha dado muestras insignes.

—En el mes de mayo, de igual modo que en otros anteriores, ha llegado un alud de cablegramas relativos a los triunfos alcanzados por películas de la Paramount en el Extranjero. Dos de las que con mayor frecuencia se mencionan son "La Octava Mujer de Barba Azul" ("Bluebeard's Eighth Wife") y "El Bucanero" ("The Buccaneer"). Ambas serán factores fundamentales en la determinación de las posiciones de este año de 1938; y, por de contado, ambas han sido dondequier una causa de regocijo entre los paramountistas.

—Gran satisfacción nos ha causado en Nueva York la visita de don Fred W. Lange, representante general de la Paramount en el Extranjero y encargado de la dirección de la misma en la Europa continental. El señor Lange, que



TITO GUIZAR IS CHILE'S SCREEN IDOL

One of the most jubilant Paramounters over our acquisition of Tito Guizar is Division Manager Benito del Villar, who has bombarded us with evidence of the fact that Tito is the screen's Ace A-1 attraction throughout Chile, Peru and Bolivia. Note how he has been played up in the scene above, which shows the exterior of Mr. del Villar's magnificent Santiago Theatre in Valparaíso. This theatre, and subsequently the second run house, paid magnificent homage to Señor Guizar in the form of lavish publicity and resultant record-breaking attendances. Note also how the theatre uses a permanent neon sign for the Paramount name and the Paramount trade mark.

Llegó en compañía del señor Hicks, permanecerá varias semanas en Nueva York acoplando datos acerca de nueva producción y planes de acción.

—A tiempo de entrar en prensa este número, nos prometemos ver "El embrujo del trópico" ("Tropic Holiday"), producción de Arthur

Hornblow llena de las risas, la alegría y las canciones de la América Latina. Las noticias que nos han anticipado acerca de él, nos presentan a este film como uno de los más divertidos y melodiosos que haya llevado la Paramount a la pantalla en mucho tiempo. En los Estudios mnestrane



TO DELIGHT THE SPANISH-SPEAKING WORLD

Tito Guizar (seated) signs a contract with Ramos Cobian (right) to star for Cobian Productions, Inc., in a Spanish-language musical which will be distributed throughout the world by Paramount. Luigi Luraschi, newly appointed head of the Studio's consorship department, and Foreign Department representative in the Studio, looks on with Lester Sussmann, general manager for Mr. Cobian. The picture will be produced in the General Service Studios in Hollywood.

también entusiasmados con las perspectivas de Tito Guizar, las capacidades del cual hemos alabado, y no de ahora, en estas columnas.

AS NOTICIAS DO MEZ

O acontecimento de maior relevo, neste mez, foi o regresso, via-Europa, do nosso chefe, Mr. Hicks, que nos trouxe más noticias de importancia do que em qualquer das suas viagens anteriores. Foi, de facto, uma viagem por demais significativa, e Mr. Hicks traz de todos os países por onde andou a mais grata impressão. Passe o leitor a vista pelas outras secções desta revista e se lhe depararão notás e comentários diversos sobre a festejada visita de Mr. Hicks á Paramount no estrangeiro.

—Outras notícias de magna importância temos ainda a revelar, mas destas vez provenientes do Studio. Além do contrato de tres annos de William LeBaron para director-gerente da nossa produção, chegaram-nos informações de que os filmes "Men with Wings" (Homens com asas) e "Spawn of the North" (Pescadores do Alaska) são dois trabalhos que estão sahindo á maravilha. Da mesma maneira, a fina produção "Se eu fôra Rei," direcção de Frank Lloyd, que promete ser um esplendido romance. É, pois, uma notícia que a todos deve alegrar, este facto de tres grandes produções se prenunciarem de maneira tão prometedora.

—Vae aqui mais uma notícia de importância, embora não constitua nenhuma novidade. É que o Concurso "Desfile da Paramount ao redor do mundo" já terminou e o resultado final será anunciado no proximo mez. Não é tambem novidade que nesse certamen a divisão italiana estava na dianteira, vindo a das Philipinas em segundo logar.

—Um dos mais sinceros e justos tributos que já inserimos nestas páginas é o que Mr. Hicks publica á pagina 2, com referência a Mr. George Weltner, que na sua ausencia dirigiu com tanta proficiencia a Legião Extranjera, além da administração dos negócios do nosso departamento do exterior. Neste tributo a Mr. Weltner entram tambem os votos dos dirigentes da companhia pela sua intelligente gerencia do nosso departamento.

—Mais um vez zinem os fios do telegrapho com as notícias dos grandes exitos das fitas da Paramount em todo o mundo. Os dois maiores exitos, onde já foram exhibidos, foram "Lafitte, o Corsario" e "A Oitava Esposa do Barbazul," mas nós que conhecemos outros numeros surpreendentes de 1938, temos a certeza de que grandes exitos virão a superar aquelles.

—Em Nova York acha-se novamente Mr. Fred W. Lange, gerente geral da Paramount na Europa. A Mr. Lange, que acompanhou Mr. Hicks no seu regresso aos Estados Unidos, apresentamos nossos cumprimentos.

—Em algumas semanas estaremos apreciando o filme "Feitiço do Trópico" (Tropic Holiday), a bella e surprehendente producção de Arthur Hornblow e cujo argumento se radica á vida e á alegria da América latina. As notícias que nos têm vindo do Studio são as mais prometedoras sobre o filme em que Tito Guizar dá novas mostras do seu talento, e, assim que o projectarmos, daremos aos leitores a nossa impressão.

News About the Paramount Publications

Some notable examples of Paramount printed publicity came from London just in time to miss last month's issue. An eye-catcher was the brochure on "Her Jungle Love," with its adjective-studded cover and its contents consisting of raves from the conservative London critics. Another swell brochure, in purple and gold, addressed its message to exhibitors under the caption of "Paramount presents The Screen's Greatest Team in the Year's Greatest Comedy," and dealt of course with "Bluebeard's Eighth Wife." Then there was the April 16 issue of Paramount Service, another swell booster for the Lubitsch-Colbert-Cooper film, with important space devoted also to the final spurt on the Exhibitor Contest which has since closed. All in all, a fine load of business-getting material developed under the skilled direction of Advertising and Publicity Director G. H. Hawkins.

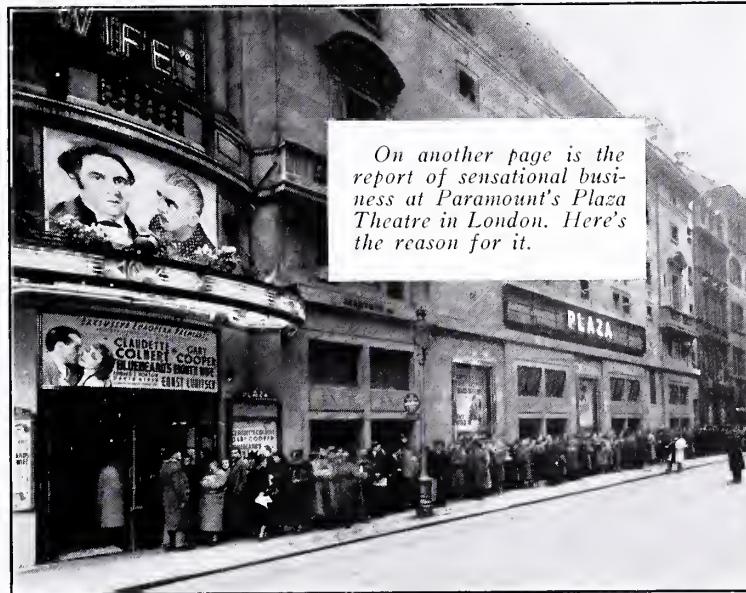
Poland's "Doradca Filmowy" for May 1st is another issue which has achieved marvels in compressing into comparatively few pages the marvelous array of Paramount product which is forthcoming. It is chiefly when one goes over the contents of the overseas house organs, and particularly in a language with which one is not familiar, that he realizes how many truly great pictures our company has either in the making, or planned for making.

Bucarest's "Gazeta Paramount" came out in a special form in order to lay stress on the marvelous season there of "Bluebeard's Eighth Wife," which was reported at length in last month's issue. True to form, the issue of the house organ was well in keeping with the film's triumph.

Perhaps the 'daddy' of all the recently received house organs was Brazil's March-April issue of "Paramount em Accao," this number being of course the one devoted to the visit of Mr. Hicks. For once the issue has combined letterpress, pictorial and mimeograph, with a veritable barrage of stills devoted to the Foreign Legion Leader's visit. Opportunity was also taken to include a special colored insert from "Vida Domestica," famous Brazilian publication for women. This insert indicated a superlative tie-up with "Artists and Models." We are really most sincere in our admiration for this entire issue, and heartily congratulate Mr. Oswaldo Rocha and his fine publicity staff on their accomplishment.

Another swell job of interpreting the International Contest has been performed in the April-May issue of France's "La Parade Paramount 1938." This particular issue had plenty of grand subjects to play around with, also, and this helped the project. There were the Paris visits of Claudette Colbert and Mathurin (Pop-eye the Sailor); there was the anticipated visit of Mr. Hicks; and there was the amazing quantity of superb evidence of priceless exploitation which "The Buccaneer" had provided. All of which summed up to a grand and inspiring issue of one of the many house organs that it is always such a pleasure to read.

Copping distinct honors has



On another page is the report of sensational business at Paramount's Plaza Theatre in London. Here's the reason for it.

been the cover of London's "Paramount Service," issue of April 30. This cover is artistic, stimulating and compelling and must have gladdened the hearts of hundreds of exhibitors.

One of the most important things we have noticed about Italy's "Paramount Italiana in Parata" is that while it started out as a very ambitious publication, with news and views and pledges, by the time that Issue Number Three was reached it was found necessary to increase the size of the publication. If that isn't significant of an ultimate victory, we'd like to know what is. This latest sparkling issue, by the way, is a thoroughly informative magazine and reflects the highest credit on its editorial staff.

Portugal's "Noticiario Paramount," issue Number 4, proves to be another reason for acclamation. Outstanding features of the issue were its Olympe Bradna cover, and a large spread devoted to the forthcoming treat in the shape of Harold Lloyd's "Professor Beware."

May Third issue of Italy's "Paramount Italiana in Parata" does the honor of adapting one of our cartoons to local use in order to hammer home the wealth of Paramount product available. Noticed also in this issue has been the nationalistic touch of using red and green ink, which might well be taken as an indication that the Italian Paramountees expect to win the Contest. (And who is there to gainsay the standings statement on Page 3?).

Another superb house organ was the April 27 issue of "Paramount Italiana in Parata," known as "Settimana Presidenziale" and so styled in honor of Mr. Hicks as Vice-President of Paramount Pictures, Inc., and Fred W. Lange as President of S. A. I. Films Paramount (Italy). The issue was crammed full of pictures of the functions arranged in Mr. Hicks' honor, the chief of which we have pictured elsewhere. Also noteworthy was a section devoted to the press preview of Cecil B. deMille's production, "The Buccaneer," known in Italy as "I Filibustieri." According

to the evidence presented, the preview was a huge success.

The March 31 issue of Australia-New Zealand's "Paramount Punch on Parade" was of course well up to punchful standard. No little space was devoted to the success Olympe Bradna has scored in "Stolen Heaven," and of course the battle-cry of the entire issue was the declaration that the Blue Ribbon Bunch will gather in no less than the first prize in the Drive.

The newest issue of "Paramount Punch on Parade" of Australia and New Zealand came from the presses to signalize the half-way mark in the International Contest. At that juncture the Blue Ribbon Bunch were in 3rd spot, and pretty happy about it. Much of the issue went to describing the fact, as well as the plans for whittling down the opposition in order to gain first spot. The front page of the issue was devoted to pictures of the 6 branch managers who, listed in order of their standings in the local contest, were identified as Charlie Hale (N.S.W.), Morrie Foster (W.A.), Bert Kelly (Victoria), Stan Craig (New Zealand), Gordon Brookes (Queensland) and Bill Blood (S.A.).

The entire cover of Italy's "Paramount Italiana in Parata," issue of May 10, was given over to a clenched fist, with the slogan "Noi siamo la Paramount Italiana e dobbiamo vincere ad ogni costo. Vincere! Vincere!" — which of course means just that. And to realize just how much it means it — look to Page 4 of this issue of Paramount International News. We are very much enamored of this new Italian house organ: it contains some of the most unusual and compelling make-up we have seen in a long while, and we feel compelled to praise its editorial staff for creating a magazine with such power and driving force.

And then of course we get around, as we happily and inevitably do, to London's "Paramount." This publication is really something for the British organization to crow about, and in the issue under review they have done wonders in setting down in print the

extensiveness of Popeye's tour of England, the phenomenal success of "Bluebeard's Eighth Wife" in London, the various organization get-togethers, and also the highlights of the personal survey of the territory recently made by General Sales Manager Montague Goldman. At the time the issue went to press Mr. Hicks was due in the British capital on his visit, therefore we can expect this visit to be given a great deal of space in next month's issue.

MÅNADENS NYHETER.

Den viktigaste nyheten denna månad är att Mr. Hicks har återkommit från sin resa och vid ankomsten till New York meddelade oss mera viktiga underrättelser än någonsin förrut. Det van en mycket inbringande resa och den utländska legionens uttalanden gjorde resan enastående i hans ögon. På ett flertal ställen i detta häfte kunna ni finna de viktigaste punkterna från resan och de meddelanden, som härleda från densamma.

Från ett annat väderstreck komma också goda nyheter: denna gång från ateljen. Hack i häl med den viktiga nyheten att vi skrivit ett treårs kontrakt med William LeBaron som högsta chefen för inspelningarna, komma de glädjande underrättelserna från en säker, källa, att "Men With Wings" och "Spawn of the North" verkligen kommer att bli storfilmer. Också att även de första scenerna av "If I Were King" tvivelsutan visa att Frank Lloyd kommer att ge oss en praktfull äventyrsfilm. Det bör vara glädjande underrättelser för alla att Paramount just nu arbetar på tre av de allra bästa filmer vi någonsin gjort, och att alla tre kommer ut i marknaden detta år.

Vi passa nu på tillfället att omtala (trots att ni alla säkert redan veta detta) att Paramount on Parade Around the Worldtävlan är över, och att resultaten kommer att bli annonserade nästa månad. Endast som en påminnelse nämna vi att Italien leder som division och att Filippinerna är det vinnade landet.

De vackraste lovord ni någonsin haft nöjet att trycka på dessa sidor är de, som Mr. Hicks givit till George Weltner på andra sidan. Mr. Weltner had gjort ett underbart arbete att sköta om administrationen av den utländska avdelningen från New York under den högsta chefens för avdelningen utländska resa, och inte endast Mr. Hicks, utan också bolagets högsta chefer är årliga i sitt beröm över den skicklighet med vilken George Weltner skötte sin post.

Långa rader av radiobrev ha inkommit under denna månad maj, alla med beröm över de rekord, som allt-över slås av de senaste och Även förutgående Paramountfilmer. Två av de viktigaste faktorerna till dessa nyheter är "Bluebeard's Eighth Wife" och "The Buccaneer." Båda dessa kommer att bli viktiga höjdpunkter i detta års statistik (1938), och båda dessa filmer ha gjort våra Paramountärer världen över mycket glada.

New York är för ögonblicket
(Continued on Page 15)

NEUIGKEITEN DES MONATS.

Die grösste Neuigkeit des Monates ist ohne Zweifel Herrn Hicks' Rückkehr nach New York und seine Bekanntmachung, dass diese letzte Reise von grösserer Wichtigkeit für Paramount gewesen sei als alle bisher von ihm unternommenen Reisen zusammen. Wir bringen mit dieser Ausgabe eine Anzahl illustrierter Berichte, die Höhepunkte von Herrn Hicks' Reise wiedergebend, aus denen deutlich hervorgeht wie ungemein wichtig Herrn Hicks' Rundreise war.

In diesem Monat kommen die guten Nachrichten von allen Seiten auf uns eingestürmt, auch vom Atelier. Gleich nachdem bekannt wurde, dass William Le Baron einen dreijährigen Kontrakt als Produktionsleiter unterzeichnet hat, hörten wir von unseren Hollywood-Berichterstattern, dass "Men with Wings" und "Spawn of the North" zwei Filme ganz grossen Formates sind; dass schon jetzt, nachdem Frank Lloyd kaum mit der Verfilmung von "If I Were King" begonnen hat, seine Meisterhand überall zu spüren ist und dass wir einen kostlichen Film voll fesselnder Handlung und mit der rechten Prise Romantik gewürzt, zu erwarten haben. Wichtig für Sie ist, dass Sie mit einem Schlag drei der besten von Paramount kreierten Filme bekommen, denn alle drei werden noch vor Ablauf dieses Jahres im Verleih erscheinen.

Wir berichten Ihnen nichts Neues, wenn wir den im Zeichen der 'Paramount Parade' Rund um die Welt stehenden Wettbewerb hiermit für beendet erklären. Die Resultate werden im nächsten Monat bekanntgegeben. An dieser Stelle wollen wir lediglich verkünden, dass, während sich diese Zeilen im Druck befinden, Italien die führende Division ist, während die Philippinen an der Spitze der Länder stehen.

Den herrlichsten Tribut, den wir je in unserem Hausorgan zum Abdruck gebracht haben, finden Sie auf Seite 2. Er kommt von Herrn Hicks und gilt Herrn George Weltner, der in Herrn Hicks' Abwesenheit die Geschäfte der Auslandsabteilung aufs zufriedenste und vorbildlichste erledigt hat. Herr Weltner ist ein geborener Organisator und Führer und alle Paramount-Direktoren schliessen sich Herrn Hicks an und wünschen ihm weiter Erfolg auf der ganzen Linie.

Wieder einmal laufen die begeisterten Telegramme in der New Yorker Zentrale ein und verkünden von neuen grossen Paramount-Erfolgen. Verantwortlich für die Flut der Telegramme sind dieses mal "Bluebeard's Eighth Wife" und "The Buccaneer". Beide tragen viel dazu bei, dass Para-



She wrote her name in the Sands of Time in Cecil B. deMille's masterly production, "The Buccaneer." But that isn't all that Miss Franciska Gaal will do for Paramount: our impression from a reading of the script of "Paris Honeymoon," which is even now before the Hollywood cameras, with Bing Crosby, Georges Rigaud, Akin Tamiroff, Shirley Ross, Edward Everett Horton and Ben Blue in featured roles, is that Miss Gaal is finally going to come through with that priceless elfin role which her European pictures so lavishly promised. It's in the script: and we're positive that it's going to come forth in the picture.

mountler momentan in allen Teilen der Welt ganz besonders guter Laune sind, denn das Geschäft blüht, wächst und gedeiht.

Ein gern gesuchter Gast in der New Yorker Zentrale ist Herr Fred W. Lange, Paramount's Generalvertreter des Balkans, welcher Herrn Hicks nach New York zurückbegleitete und sich einige Wochen in den Vereinigten Staaten aufzuhalten gedankt, um sich mit unseren neuesten Filmen und Verleihmethoden vertraut zu machen.

Während sich unser Hausorgan im Druck befindet, werden wir hier in New York Arthur Hornblow's "Tropic Holiday" zu sehen bekommen, den Film, der den Frohsinn und die Leichtlebigkeit des Südens in den schillerndsten Farben zeigt. Tito Guizar, von dem wir Ihnen schon oft an dieser Stelle berichtet haben, spielt eine der Hauptrollen und wird mit seinem flotten Spiel viel Lorbeer ernten.

NOTIZIE DEL MESE

La maggiore notizia del mese è stato il ritorno a New York di Mr. Hicks con informazioni più importanti di quanto si sia mai verificato negli altri viaggi. Il viaggio è stato significativo sotto ogni aspetto e il primo commento del

Capo della Legione Straniera ha messo in rilievo la gioia che gli è stata procurata dal viaggio. Sparpagliate in questo numero della vostra rivista troverete le note caratteristiche del viaggio e le informazioni che ci sono state date.

Anche da un'altra fonte ci vengono buone notizie: questa volta si tratta dello Studio. Dopo l'importante annuncio della firma del contratto triennale di William Le Baron per la carica di Amministratore per la Produzione, siamo informati con precisione che "Uomini con le Ali" (Men With Wings) e "Figli del Nord" (Spawn of the North) si presentano come due cinematografie veramente grandi. Apprendiamo anche che l'inizio di "Se Io Fossi Re" (If I Were King) rivela che Frank Lloyd ci da una cinematografia di azione e di romanzo, veramente magnifica. Dovrebbe essere significativo per tutti gli interessati il fatto che abbiamo nello stesso tempo tre delle più grandi cinematografie che la Paramount abbia mai fatto e che tutte e tre saranno distribuite molto prima della fine dell'anno.

Ci soffermiamo un momento per dirvi (sebbene riteniamo che lo sappiate già) che la Gara per la Parata della Paramount at-

torno al Mondo è finita e che i risultati saranno annunciati il mese prossimo. Solo per ripeterci, ricordiamo anche che l'Italia è la prima divisione, mentre andiamo in stampa, e che le Filippine sono il primo Paese.

Uno dei più bei tributi, di cui noi abbiamo mai parlato in queste pagine, è quello reso da Mr. Hicks a George Weltner, in Pagina Due. Mr. Weltner ha assolto in modo magnifico il compito di amministrare da New York la Legione Straniera durante l'assenza all'estero del Capo della Legione Straniera, e non solo Mr. Hicks, ma tutti i Capi della Compagnia sono sinceri nel loro elogio della capacità amministrativa di George Weltner.

Anche durante il Mese di Maggio ci sono arrivati innumere telegrammi e tutti elogiano i records stabiliti all'estero dalle correnti e recenti cinematografie della Paramount. Due delle cinematografie, che hanno maggiormente contribuito a questi telegrammi sono state "L'Ottava Moglie di Barbablu" (Bluebeard's Eighth Wife) e "Il Pirata" (The Buccaneer). Entrambi avranno enorme importanza per determinare lo stato del 1938 e naturalmente hanno reso molto felici in tutto il modo i membri della Paramount.

New York è estremamente cominciata per l'opportunità di vedere nuovamente Fred W. Lange, Rappresentante Generale Straniero per l'Europa Continentale. Mr. Lange ha accompagnato Mr. Hicks a New York e trascorrerà parecchie settimane in questo metropoli, alla quale convergono il mondo, per raccogliere dati sulle politiche e sulla produzione.

Quasi contemporaneamente alla stampa di questo numero speriamo di vedere "Vacanza ai Tropici" (Tropic Holiday), produzione di Arthur Hornblow, tutta fatta di spirito, ilarità e canzoni nell'America Latina. Dalle prime informazioni risulta che è una delle più divertenti ed armoniose cinematografie che la Paramount abbia prodotto in molti mesi. Lo Studio è anche veramente entusiasta delle possibilità di Tito Guizar, i cui talenti sono stati a lungo elogiati in queste colonne.

Along about June 15th, the cables and airlines will commence carrying to you the Results of the Paramount on Parade Around the World Contest. And news about Prizes! Prizes!! Prizes!!!

"IF I WERE KING"

**Studio Reports Indicate That It Will Be
Just As Big As You Hope It Will Be**

NOUVELLES DU MOIS

La principale nouvelle du mois c'est le retour à New-York de M. Hicks avec des déclarations plus importantes que celles qui résultèrent de voyages antérieurs. De toute façon, ce voyage a eu une signification particulière, et le premier commentaire de notre chef de la Légion Etrangère fut une expression de satisfaction émue. A divers endroits dans ce numéro vous trouverez des rapports sur les principaux faits du voyage et les déclarations qui en ont résulté.

Plus de bonnes nouvelles nous arrivent encore du studio. Après l'annonce de la signature d'un contrat de trois ans avec M. William LeBaron comme directeur-gérant de la Production, nous devons vous informer de notre propre autorité que "Men With Wings" et "Spawn of the North" se révèlent comme deux grands films. Ajoutons que le commencement de "If I Were King" témoigne que Frank Lloyd nous donne un magnifique film d'action et de sentiment. Il n'est pas sans signification pour tous ceux que la chose concerne que voilà à la fois trois des plus grandes productions exécutées par Paramount jusqu'à ce jour, et toutes seront prêtes avant la fin de cette année.

Nous nous arrêtons un instant pour vous dire (bien que vous le sachiez probablement déjà) que le Concours Paramount Around the World est terminé et que les résultats en seront annoncés le mois prochain. Simplement pour nous répéter disons qu'au moment d'aller sous presse l'Italie est la division en tête et les Philippines le pays.

Un des plus grands compliments rapportés dans ces pages est celui que M. Hicks adresse à M. George Weltner et que vous trouverez en page 2. M. Weltner s'est tiré magnifiquement de la direction de la Légion Etrangère aux bureaux de New-York pendant l'abance de M. à l'étranger du chef de la Légion Etrangère, et non seulement M. Hicks mais encore les directeurs de la compagnie louent sincèrement M. George Weltner pour son abilité administrative.

De nouveau des monceaux de cabbogrammes sont arrivés pendant le mois de mai, tous vantant les records établis à l'étranger par les films courants et récents de Paramount. Les deux meilleurs contributeurs à ces cables ont été "Bluebeard's Eighth Wife" et "The Buccaneer." Tous deux seront des facteurs essentiels dans la détermination du statut de l'année 1938, et naturellement ces deux films ont causé grande satisfaction à tous les Paramountais du monde entier.

New-York revoit avec un extrême plaisir M. Fred W. Lange, Représentant Général à l'Etranger en charge de l'Europe Continentale. M. Lange a accompagné M. Hicks à New-York et passera plusieurs semaines au "croisement des routes mondiales" pour s'assimiler des données d'orientation et se familiariser avec nos productions.

A peu près au moment où ce numéro ira sous presse, nous espérons voir "Tropic Holiday," la production de rires, de gaieté et de chants de l'Amérique Latine de Arthur Hornblow. Des rapports déjà reçus indiquent que c'est une production des plus amusantes et des plus musicales de Paramount depuis un nombre de lunes. Le studio est également enthousiasmé des possibilités qu'offre Tito Guizar dont le talent a été depuis longtemps célébré dans ces colonnes.

GEORGES RIGAUD REALLY INTERNATIONAL

Paramount's new star, who is already before the Hollywood cameras in "Paris Honeymoon" with Bing Crosby, Francisca Gaal, Akinni Tamiroff and Shirley Ross, was born in Argentina and educated in France where he entered motion pictures. Our camera glimpse of him here shows where the musical side of his heart still lies — for surely that is a guitar that he is playing.

Meanwhile we have had positively glowing reports concerning the role that Georges will have for himself in "Air Raid," in which he is scheduled to play opposite Olympe Bradna.

HET NIEUWS VAN DE MAAND

Het belangrijkste nieuws van de maand is de terugkeer in New York van den Heer Hicks en de gewichtige bekendmakingen als gevolg van zijn reis. Het eerste commentaar van den leider van ons Vreemden Legioen betrof de bijzonder gunstige indrukken welke hij van onze overzeesche kantoren heeft verkregen. In dit nummer vindt ge hier en daar mededeelingen omtrent deze inspectie reis alsmede de bovengenoemde bekendmakingen.

Meer heuglijk nieuws. Ditmaal van ons studio. De bekendmaking dat William LeBaron een contract voor drie jaar heeft getekend als bedrijfsleider, wordt op den voet gevuld door berichten uit onze eigen betrouwbare bronnen, dat 'Men With Wings' en 'Spawn of the North' eereplaatsen krijgen onder onze films. 'If I Were King' geregisseerd door Frank Lloyd belooft eveneens een succesfilm te worden. Wij hebben dus drie grote werken voor de camera's staan, rolprenten die tot de grootste en monumentaalste Paramount films behoren en alle drie zullen lang voor het einde van dit jaar worden uitgebracht.

Hoewel het waarschijnlijk al geen nieuws meer voor U is, dienen wij volledigheidshalve aan te



stippen dat het 'Paramount on Parade Around The World' Concours thans is afgeloopen en dat de resultaten de volgende maand medegedeeld zullen worden. Bij het ter perse gaan van dit nummer heeft Italië de leiding in de divisie-competitie en de Philippijnen in de landen-competitie.

Een der fraaiste huldeblijken, die wij ooit in dit orgaan mochten opnemen, is de wijze waarop de Heer Hicks het beleid prijst van George Weltner. (zie pag. 2) Tijdens de afwezigheid van den Heer Hicks nam Mr. Weltner het bestuur waar over de buitenlandsche afdeling en niet alleen de Heer Hicks, doch de geheele directie ouzer maatschappij liet zich in loftuigende bewoeringen uit over de bekwaamheid van George Weltner.

Een massa opbeurende telegrafische berichten zijn gedurende de maand Mei binnengekomen aangaande de door Paramount films behaalde records in den vreemde. Onze twee grootste succesfilms blijken te zijn "Bluebeard's Eighth Wife" en "The Buccaneer." Beide rolprenten zijn belangrijke factoren in het financiële succes in 1938 hetgeen onze buitenlandsche Parauonters zal verhengen.

Het deed ons uitermate genoegen wederom den Heer Fred W. Lange te mogen verwelkomen op het hoofdkantoor in New York. Onze Europeesche vertegenwoordiger, die den Heer Hicks op diens

terugreis naar de Ver. Staten vergezelde vertoefte eenige weken in New York voor verschillende besprekingen.

Bij het ter perse gaan van dit nummer hopen wij "Tropic Holiday" te zien, de vroolijke, muzikale in Zuid-Amerika spelende film van Arthur Hornblow. De ontvangen berichten vertellen ons, dat dit een van de meest melodieuze films is door Paramount in langen tijd vervaardigd. Ons studio is eveneens opgetogen over de toekomst van Tito Guizar, wiens talent wij reeds menigmaal in deze bladzijden hebben geprezen.

PRESS OPINIONS OF OLYMPE BRADNA

The following represent the pick of the New York City film critics' opinions of the capabilities of Olympe Bradna:

N. Y. HERALD TRIBUNE — "...The separate sections of the offering have been made so intriguing that it becomes a refreshingly different and generally entertaining show. The production gives the new Paramount star, Olympe Bradna a chance to justify the promise she showed as a screen performer in 'Souls at Sea.' She is charming and believable."

N. Y. TIMES — "Rising stars are always fascinating to watch. Olympe Bradna is one. Miss Bradna is a fetching miss, sloe-eyed and dainty. But for the film's freshness, its charm and its novelty, Director Andrew Stone is to be thanked. He has turned out a most refreshing variation of an old theme."

N. Y. JOURNAL AMERICAN — "...Young Miss Bradna, here elevated to stardom following featured appearances in 'Souls At Sea' and 'The Last Train From Madrid,' is a slim ingenue with a nice singing voice."

N. Y. DAILY MIRROR — "The pretty, charming and very talented Miss Olympe Bradna makes her Hollywood debut in STOLEN HEAVEN. A highly emotional story, it reveals her as a very sure little actress... It is a musical melodrama addressed to the customers who order charm. Miss Bradna has a generous measure of that commodity and ability which should propel her to the top."

N. Y. SUN — "Miss Bradna, small, dark, French, is Paramount's current hope for possible stardom."

N. Y. EVENING POST — "Miss Bradna is a decidedly attractive Miss who ought to be with us for a long time."

BROOKLYN DAILY EAGLE — "STOLEN HEAVEN, the debut vehicle for seventeen year old Olympe Bradna, has a new American idea... Miss Bradna, besides having a very pleasant voice, is a forceful dramatic actress with plenty of charm to boot."

N. Y. WORLD TELEGRAM — "The big news about STOLEN HEAVEN at the Paramount is that in it a new star is born in the person of lovely and talented Olympe Bradna, former French Casino dancer. Miss Bradna, who made her screen debut last summer in Paramount's 'Souls at Sea,' is certainly the 'hottest' bet in the movies today. She has looks—plenty of them—charm, personality, grace, a first-rate ability to read lines well and a fine talent for acting. Given the right parts she should easily turn out to be one of the most successful of the newer players, since she has everything it takes to become a box-office star."

We expected a fine picture: we are getting a truly great picture in

"SPAWN OF THE NORTH"

This epic of the Alaskan fisheries is regarded by studio scouts as the directorial highlight of

HENRY HATHAWAY

who gave us

SOULS AT SEA, LIVES OF A BENGAL LANCER, THE TRAIL OF THE LONESOME PINE
and many others.

EXPLOITATION NOTES

Included with a batch of bright exploitation ideas from Australia was a one-sheet poster which constituted part of an elaborate tie-up between Paramount and Studebaker on "Wells Fargo." The poster carried scenes from the picture, and also a scene of the original Studebaker buggy plant, which was in operation at the time the original story of "Wells Fargo" occurred. The poster was given wide circulation throughout Australia.

Another interesting poster from Harry Hunter's territory was of three-sheet size. It carried scenes from a number of forthcoming Paramount pictures, all done in lithograph, and the poster was given gratis to all exhibitors who had booked the Paramount product. Advertising manager Hermann E. Flynn designed the poster and supervised its distribution.

The treasure-chest idea for throw-away purposes in connection with "The Buccaneer" caught on in quite a number of places throughout the world. We have seen excellent variations on it from London, Sydney and Rio de Janeiro. In the instance of the last-mentioned city, the idea was adapted to programme purposes on the occasion of the premiere of the magnificent new Cine Plaza, and carried news about the theatre and its forthcoming attractions. London's use of the idea served to incorporate highlights from the critical press reviews on the picture.

Some very excellent advertisements on "The Buccaneer" have come in from India, where the picture premiered at the Regal in Calcutta.

Paramount's Service Manual, issued from New York every week, recently had attached to it a photo of the new color-paint available as an advertising aid for Olympe Bradna. We are merely calling your attention once again to this item, for it is a very effective piece of merchandise and might well prove saleable in your territory.

A veritable barrage of fascinating material involving Cecil B. deMille's "The Buccaneer" is to be found pictorially and cable-wise elsewhere in this issue. We note here, however, a batch of interesting evidence from Guatemala sent us by Miss L. Andrews, supervisor. It consists of posters, souvenir booklets and programs of the Cine Capitol, all pointing to the reason why the film broke all records at this famous theatre.

Going after the business provided by Children's Matinees in India is good business, according to spectacular evidence provided by Frank E. Kennebeck, manager in Bombay. Frank has sent sample heralds, throw-aways, press clippings and much other material showing how successful these matinees are. Popeyes, Betty Boops, Pictorials, Sportlights and a flock of other Paramount shorts round out the programme, which is designed particularly for the youngsters, but which is also found to be a source of screen delight to adults also. Of course the schools are actively contacted, and so far as Bombay goes, the arrangements are under the actual supervision of Messrs. D'Silva and Pandit.



SYDNEY INTRODUCTION OF TELETYPE TIED IN WITH "WELLS FARGO" PREMIERE

Early last month the practice of sending telegrams by teletype was introduced by the Postmaster-General's Department in Sydney, Australia. Naturally this new order of things had a tremendous curiosity value for the Australians, and Paramount Exploiteer Harold Pike was quick to recognize this. He arranged for one of the machines to be actively displayed in a prominent department store window, scattered stills from "Wells Fargo" prominently throughout the window, and then arranged for every third message on the teletype machine to say something about the premiere of the Paramount film at the Prince Edward Theatre. Here is a case of the purest essence of exploitation.

EXPLOITATION NOTES

Fine prominence was given the Paramount on Parade Around the World exploitation contest in the April issue of India's "Paramount Service." We now look forward with real interest to getting a smash winning entry from that part of the world.

Turning again to the European jaunt of Popeye the Sailor, we cannot help but pay tribute to the magnificent spread of exploitation photos on this event which appeared splashed across two full pages in the April 20th issue of The Cinema of London.

Some fine heralds on *Bluebeard's Eighth Wife* have come in from Warsaw. And also a neat little foldover card listing the Paramount stars and featured players.

A publicity pouch from Australia has likewise brought to hand an array of toothsome exhibits. Chief among these have been an assortment of full-page publicity spreads from the Argus of Melbourne, and a full page spread from the Melbourne Herald. Some fine local press books also had sandwiched in with them some fearsome blotters announcing *The Buccaneer*, which we understand were distributed free to banks (of all places). Then there was an issue of The Queenslander, with four full pages and a cover devoted to *Souls at Sea*. All in all it looked like excellent work, some of it executed by Advertising and Publicity Director Hermann E. Flynn in Sydney, the balance by Publicity Manager Eric Wahlquist in Melbourne.

Spectacular! Awe-Inspiring!

THE THRILLING PRAIRIE FIRE CLIMAX OF

"The Texans"

"THE TEXANS"

Just ONE of a Herd of
Big Ones from Paramount!

Reprinted from "The Paragraph"—London
—April-May 1938

"A FAREWELL FROM LUBITSCH"

We reproduce below a letter recently received by Mr. J. C. Graham from Ernst Lubitsch:

My dear Mr. Graham:

I have just returned from a luncheon which the 'boys' have given me as a sort of farewell gesture upon my leaving Paramount, but before leaving I should like to take this means of expressing to you my sincere thanks and grateful appreciation for the fine friendship and cooperation I have received from you and your organization during the many years of my affiliation with Paramount Pictures Inc.

We previewed 'Bluebeard's Eighth Wife' last night, and the picture was exceptionally well received by audience and press alike, which, unless I am completely wrong, encourages me to believe that the picture will be a real hit. And I hope that it will be received in England with the same enthusiasm it met here.

Although I have not definitely decided yet, there is a possibility that I may be in London later in Spring and if so, I hope to have the pleasure of seeing you again.

With kindest regards,

Sincerely yours,
(signed) Ernst Lubitsch."

HAROLD LLOYD GOES AGED

Pictorial predictions of American life 50 years from now were made recently on a Hollywood film set, where Harold Lloyd was shooting scenes for his current comedy, "Professor, Beware!" for Paramount release.

The comedian, almost unrecognizable in old age makeup representing him to be about 75 years old, was working on a "tag" ending which is supposed to take place in the year 1990. Phyllis Welch, the new Lloyd leading woman, was also aged by the clever application of hollow checks, numerous wrinkles and lines, and a white wig.

Guesses as to future innovations were put forth by practically everyone in the company, but Lloyd used only those which he felt stood a chance of coming true.



It is your privilege to believe it or not, but this does happen to be the same Harold Lloyd who is highlighted in the accompanying story, and the same Harold Lloyd who is the star of the recently completed "Professor Beware."



PARAMOUNT PRODUCTIONS ON PARADE AROUND THE WORLD

Our roving cameraman in Hollywood has really done a roving job this time. Just look at what he has here! (1) Reveals Olympe Bradna christening a new ship added to the air fleet of TWA, famous American airplane service. And wasn't it a coincidence that the ship was named after Olympe's famous picture. (2) This offers proof that George Raft, at left, really sings in "Spawn of the North." He is with Dorothy Lamour, and Burton Lane and Fred Loesser, the last-mentioned being the composer of the song being sung. (3) Henry Hathaway, director, and Louise Platt, leading woman, of "Spawn of the North" check over a piece of action. (4) The item in the water is "Slicker," one of the

sea-leading characters of "Spawn of the North." This seal, hired at a cost equivalent to that of a prominent star, has a fascinatingly important role in the film. (5) Donald O'Connor, Bing Crosby and Fred MacMurray are the three brothers in "Sing, You Sinners." (6) Randolph Scott really rolls in the mud in "The Texans." (7) In making "Booloo" in Malaya, Director Clyde Elliott and leading man Colin Tapley really encountered the jungle at its densest. Here's a camera crew being ferried across a rushing river. SEE PARAMOUNT PICTURES AND TAKE A PARADE AROUND THE WORLD.

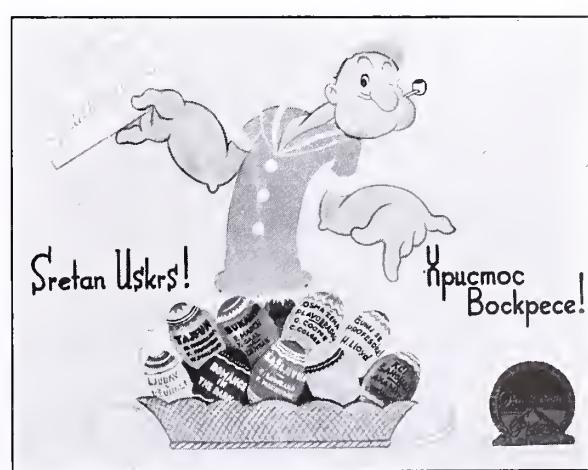
MÅNADENS NYHETER

(Continued from Page 11)

mycket lycklig att igen ha nöjet att ha besök av Fred W. Lange, generaldirektören för Kontinental-Europa. Mr. Lange kom över till New York med Mr. Hicks och tillbringar ett flertal veckor vid "Världens Fyra Hörn" för att inhämta allt om vår produktion.

Ungefär vid tiden då vår tidning tryckes hoppas vi att få se den första glimten av "Tropic Holiday," Artur Hornblows glada film om glädje och sång i Spaniensamerika. Ryktet påstar, att den är en av de glädjaste och mest melodiosa Paramount-filmer, som skapats på långt. Ateljen är också mycket entusiastisk över Tito Guizars möjligheter; vi ha skrivit en hel del om hans otvivelaktiga talanger i dessa spalter.

POPEYE'S CUTE POSTER SOUVENIR FROM JUGO-SLAVIA



This is a poster produced in Zagreb by Manager J. G. Freund in behalf of the fine array of forthcoming Paramount product. And wisely enough he had Popeye, than whom there is none more popular in Jugo-Slavia, pose as the salesman of the product. The poster was widely commented on by the film trade as well as the press and resulted in fine Paramount business. Of course in these instances due credit is always given King Features Syndicate, holders of the Popeye copyright.

BIG ONES

Here's a Flock of Forthcoming
Paramount Pictures
Big Enough For Any Screen in
the World Today

THE TEXANS
TROPIC HOLIDAY
PROFESSOR BEWARE
SPAWN OF THE NORTH
MEN WITH WINGS
IF I WERE KING
ARTISTS AND MODELS ABROAD
PARIS HONEYMOON
ZAZA

If You Don't Know the Casts of These
You Don't Know Your Product

Paramount

INTERNATIONAL NEWS



THE WINNERS!

A FIRST — TIES FOR SECOND — TIES FOR THIRD



THE BRANCHES

ROME — 3 Weeks' Salary to Staff

CALCUTTA · BOMBAY and SAO PAULO
— 2 Weeks' Salary to Staff

ALGIERS and MONTEVIDEO
— 1 Week's Salary to Staff



Of such a scale do we regard "If I Were King" that it tops even our editorial section this month, a privilege which has not hitherto been accorded any production. Our scenes here show Ronald Colman and Frances Dee in some of the incidents of this extremely colorful and certainly spectacular production. Producer Frank Lloyd promised us the top production of his career with "If I Were King," and the evidence revealed to Legionnaires who have recently visited the Studio amply bears out this promise. Yet, and this is significant, "If I Were King" is but one of a series of towering Paramount creations to come to you within the next several months.

Paramount

INTERNATIONAL NEWS

Editorial Comment of an Eventful Month

DIRECTOR

We are happy to relay to you, with as much joy as we are sure you all must feel, the announcement that Mr. John W. Hicks, Jr., has been elected a Director of Paramount Pictures, Inc. There is no more potent reward that our Company can bestow on one of its servants than election to the Directorate, and the entire Foreign Legion must be more pleased than any words can tell over this step having been taken. Moreover, it comes at a time when Mr. Hicks is in the twentieth year of his service with Paramount, which is a coincidence in that he scored so marvelous a reward as his score of years was rounded out.

PRODUCT

Mr. Hicks commands our attention in still another fashion this month; through his announcement regarding the quality of the product which was shown him on the occasion of his recent studio visit. The Foreign Legion's Leader has compressed his reactions into a statement which appears on another page, and which was preceded by a cable flashed to many Paramount offices. We believe that this cable, plus the state-

ment, constitute so powerful a plea for Paramount supremacy that no further words are needed here in this respect.

ROSE

Announcement is made this month of the appointment of David E. Rose to head Paramount production activities in England for the coming year. Mr. Rose will headquartered in London and will be the active liaison between London and New York and Hollywood in all matters covering the pictures to be made in Great Britain for Paramount distribution as called for by the recently enacted Films Act of 1938. Mr. Rose was appointed to this important post during the visit of Mr. Hicks to the Coast recently, and the Foreign Legion's Leader is most enthusiastic regarding the new appointee, both as a film executive and as a student of British production requirements. We welcome Mr. Rose to the organization and sincerely trust that he will have a long and pleasant relationship with us.

CONTEST

As enthusiastic as was its enactment and participation, so has the Contest proven to be a novelty and a surprise as to its finish.

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry Edited by Albert Deane

Vol. 5

July, 1938

No. 7

Proof of the intenseness of the Contestants is the fact that five division leaders have qualified to fill the three first prize posts. This came about by virtue of the amazing closeness between the two who tied for second and the two who tied for third. This circumstance automatically brought into the prize-winning fold a great many other Paramountees, to all of whom we offer sincerest congratulations.

PERUVIAN

There's a word in the language of the Peruvian Incas which we have forgotten and which we don't intend to dig up for a very good reason. The meaning of the word is "Not today, but tomorrow—and perhaps not even then." We don't intend to dig the word up because Paramount's policy of timely production release nullifies the word. Paramount has the big pictures—has them completed—and is releasing them just as soon as releasing dates can be set. As for instance "Tropic Holiday," "The Texans," "Spawn of the North" and "You and Me." The Incas can keep their quaint word and be very welcome to it, according to Paramount executives.

THE WINNERS

OF THE DRIVE



A Tie for 2nd Place

A Tie for 3rd Place

And Then There Were the Winners in the Branches

The fine old institution of Double, Triple and Quadruple Salaries worked out magnificently in this instance for the staffs of the undermentioned separate Paramount exchanges throughout the world.

ROME. The entire personnel of this exchange in Italy received quadruple salary—four times ordinary salary, the equivalent of 3 weeks' additional salary.

CALCUTTA-BOMBAY and SAO PAULO. These staffs received triple salaries—or 2 weeks' additional salary.

ALGIERS and ROSARIO. These exchange staffs, the first in Northern Africa and the other in Argentina, received double salaries, or one week's additional salary.

The news above certainly reveals an unprecedented situation and gives a graphic idea of the closeness of the contest as well as the spiritedness of the race. We are allowing the remainder of the statistics to speak for themselves, adding merely that we know that the thanks of Mr. Hicks to all the contestants have already gone forward by the fastest methods available. Below are the actual place standings:

THE DIVISIONS

- | | |
|----------------------|----------------------|
| 1. Americo Aboaf | 5. Andre Olsen |
| 2.* Charles Ballance | 6. Benito del Villar |
| John L. Day, Jr. | 7. A. L. Pratchett |
| 3.* Henri Klarsfeld | 8. John Cecil Graham |
| John B. Nathan | 9. John A. Groves |
| 4. Harry Hunter | 10. Carl P. York |

* Tie

CABLE FROM THE WINNERS

After Mr. Hicks had cabled the Italian Division his sincerest congratulations on winning in the face of such stern competition, Mr. Aboaf responded as follows: "Italian organization and I thank you and are glad for your words of appreciation for our winning Drive. News thrilled everybody here and all feel very happy have contributed best efforts to success Foreign Drive."

THE COUNTRIES

- | | |
|--------------------|---------------------------|
| 1. Germany | 16. France |
| 2. Italy | 17. Australia-New Zealand |
| 3. Colombia | 18. Mexico |
| 4. Trinidad | 19. Panama |
| 5. Uruguay | 20. Denmark |
| 6. Philippines | 21. Chile |
| 7. Finland | 22. Norway |
| 8. Hungary | 23. Jugo-Slavia |
| 9. Brazil | 24. Great Britain |
| 10. Czechoslovakia | 25. Holland |
| 11. Argentina | 26. Straits-Java |
| 12. Roumania | 27. Puerto Rico |
| 13. India | 28. Cuba |
| 14. Poland | 29. Sweden |
| 15. Peru | 30. Guatemala |

Here are 12 graphic glimpses of worldwide exploitation activities on behalf of the Cecil B. deMille epic. 1 and 5 have to do with the picture at the Prince Edward Theatre, Sydney, the 3 'buccaneers' being part of a street ballyhoo engineered by General Manager McL. Lawton of the theatre. The other scene is of a candy-tie-up, the confectionery being named for the picture's title. 2 is the magnificent house-front display at the Sutpacha Theatre in Buenos Aires, where the picture enjoyed a superb season. 3 is another house-front, this time at the Scala-Bio in Copenhagen, and here also the picture was lavishly acclaimed by the public. 4 is the lobby of the Paramount Coliseum at Brussels, while 6 represents another phase of the campaign engineered throughout the French Paramount theatres by General Manager Andre Ullman, this one being an imitation treasure chest from Le Paramount in Paris. This chest has since travelled to Hollywood. 7 and 11 represent floats which constituted part of the lavish exploitation campaign on the picture's behalf at the Queen's and Alhambra Theatres in Hongkong, China. 8 is the front of house display at the Queen's Theatre, Hongkong. 9 is a streetcar float put out by the New Excelsior Theatre in Rangoon, Burma, where the picture did really sensational business. 10 shows the house-front of the Alhambra Theatre in Kowloon, another of the celestial republic's theatres which did great business with the deMille film. 12 shows how the Capitol Theatre in Guatemala City, Guatemala, really went to town on this picture.

Over and above these details we wish to stress the fact that many of these campaigns, particularly the one at the Paramount Theatre in Paris, were towering examples of ingenuity and resourcefulness, contributing materially to the film's success.

UN GRAND MOIS

Autre part dans ce numéro vous trouverez les résultats de notre concours qui excita tant d'intérêt et d'activité. Les résultats ne vous intéresseront pas moins que le concours lui-même. Nous félicitons cordialement tous ceux qui ont la bonne fortune de partager les prix, et nous complimentons tous les autres qui ont après tout donné tous leurs efforts.

Vous trouverez aussi les points principaux de la visite récente que M. Hicks a faite aux Studios de Hollywood accompagné de M. Lange. Dans ce compte-rendu se trouve la déclaration faite par notre chef de la Légion Etrangère qui proclame que jamais pendant son association avec Paramount il n'a été aussi hautement inspiré par les grandes promesses des produits en préparation. Son enthousiasme dépasse toute expression pour la grandeur de IF I WERE KING, MEN WITH WINGS, SPAWN OF THE NORTH, THE TEXANS, ZAZA et BOOLOO. Il a trouvé que le personnel entier du studio se rend compte de nos problèmes mieux qu'à n'importe quel moment dans le passé, et il est sincèrement convaincu que dès maintenant ce sera l'objet "concentré" du studio de produire des films d'un véritable apel mondial.

Une autre nouvelle intéressante dans la production c'est la nomination de M. David E. Rose, qui pendant des années fut avec Samuel Goldwyn, comme agent de liaison de la production en Angleterre. M.

"Buccaneer" Still Thrills The World



Rose que M. Hicks caractérisé comme un homme de grande capacité administrative et de grand charme, aura comme fonction de coordonner le contingentement de la production britannique de manière à donner aux principaux films tournés en Angleterre les qualités d'attrait méritant une distribution mondiale.

Il nous est agréable de dire, tout en vous indiquant les grands films à venir, que certaines de nos grandes productions récentes continuent à remporter de nouveaux succès dans de nombreuses parties du monde. C'est une bonne nouvelle pour nous d'apprendre que BLUEBEARD'S EIGHTH WIFE et THE BUCCANEER sont parmi les gagnants du

jour dans presque tous les pays. Le présent numéro vous en donne de nombreuses preuves photographiques, et nous pouvons ajouter que BLUEBEARD a battu le record en Australie, et que le BUCCANEER met en danger le record du BENGAL LANCER en Nouvelle Zélande, que les deux films sont en tête dans l'Inde et en Amérique du Sud—etc. En d'autres mots, les derniers grands films de Paramount marchent au pas accéléré, et les grands nouveaux films qui nous arrivent nous avanceront d'autant que notre plus proche concurrent sera fort en arrière.

Nous espérons qu'au ler août nous aurons les nouvelles du concours d'exploitation qui eut lieu à l'occasion

de la campagne Parade Paramount autour du Monde.

Tito Guizar attire fort l'attention ce mois-ci. Il y a la première spectaculaire de TROPIC HOLIDAY qui eut lieu à Mexico le 24 juin, et qui fut réellement la première présentation du film dans le monde entier; et il y a aussi, sa première production Cobian, MIS DOS AMORES, qui est déjà cinématographiée et qui sera prête pour distribution dans un avenir très proche. Tito devient rapidement un as dans la main de Paramount, ce qui nous rend très heureux car le jeune chanteur et acteur possède si grandement le charme et la personnalité nécessaire à un monde qui a tant besoin de chant et de rire.

"Tropic Holiday" Thrills Mexico



Pictured here is a truck carrying the San Cristobal Marimba Band, serenading the patrons of the Alameda Theatre on their way in to witness the triumph of "Tropic Holiday" on that memorable evening of June 24.

THREE CABLES WHICH FLASHED THE GRAND NEWS TO NEW YORK AND THE HOLLYWOOD STUDIO

Below are the texts of three cables that summed up the thrilling nature of the Mexico City premiere. These messages were sent simultaneously to New York and to the Studio and of course made first rate news not only for Company executives, stars connected with the picture, and everyone else with Paramount's welfare at heart, but also with the trade press. And why not, seeing that the messages read as follows:

GROSS REVENUE ALMEDA PREMIERE FRIDAY SATURDAY AND SUNDAY TOTALS x x x x PESOS RECORD BUSINESS ANY PICTURE STOP POLICE STOPPED SALE OF TICKETS THREE TIMES SUNDAY AS HOUSE OVERCROWDED STOP ASSURED OF SECOND WEEK WITH PROBABLE THIRD WEEK.

* * *

PUBLIC AT WORLDS PREMIERE CONFIRMED BY OPINION THAT TROPIC HOLIDAY IS BIGGEST PICTURE OF THE YEAR BY OVERFLOWING ALAMEDA THEATRE AND WILDLY APPLAUDING AT END STOP PICTURE WILL BE A SENSATION THROUGHOUT LATIN AMERICA STOP ALL BOX OFFICE RECORDS SMASHED STOP THIS CABLE SENT TO NATHAN DAY VILLAR.

* * *

TROPIC HOLIDAY BIGGEST PREMIERE EVER HELD ALAMEDA THEATRE ATTENDED BY GOVERNMENT OFFICIALS AND NOTABLES OF MEXICAN CAPITAL STOP PICTURE APPLAUSED DURING AND END OF PERFORMANCE PUBLIC IN UPROAR DURING BULLFIGHT SCENE STOP PICTURE TREMENDOUS FINANCIAL AND PUBLIC SUCCESS.

PICTURES, PRESS REPORTS AND CABLES THUNDER THE SUCCESS OF MEXICO CITY PREMIERE

There's no doubt about it!—the exhibitors in Latin America have a Paramount success on their hands; and, if it is any satisfaction to them, it also looks as though this same success is a world-beater at the same time. The picture is "Tropic Holiday," and the acid test which proved the picture to be pure gold was the world premiere of the film at the Alameda Theatre in Mexico City last Friday evening, June 24th. That night indeed was a Tropic

Holiday so far as the Mexican capital was concerned, and the pictures, press reports and cables set forth on this page are the substantiation of that fact.

As the wired accounts conveyed, the premiere (and indeed it was strictly and technically the world premiere of the film), was attended by the social and political elite of the great Mexican metropolis. These people came, saw and were captivated by the charm of one of the most internationally appealing films ever made.



THE RESULTS BEAT US—TO THE EDITORIAL POST

This issue we are obliged to pass up a lot of otherwise good material for a rather unusual reason: the material has to do with claims bearing on the results of the contest, and of course the things that we cannot publish are the claims that did not come true.

Thus, while we admire the sincerity which inspired the claims, and the originality which likewise characterised them, we feel that they are best left unprinted. Those who forwarded them will know why, and we trust that they repeat them in, when, and if, we have another international contest.



Partial view of the capacity audience which thronged Mexico City's magnificent Alameda Theatre on the occasion of the premiere of "Tropic Holiday." The picture was taken at the moment of the film's commencement.

FLASHES

Robert L. Graham sailed from New York on board the Orient last Saturday en route to a new post in the Caribbean Division of Los Revolucionarios. His first stop will be Cuba, where he will confer in Havana for several weeks with Division Manager A. L. Pratchett....We always have wondered why a chap with the initials of ALP, such as Mr. Pratchett has long possessed, chooses to stay in the hottest part of the world....Saul Jacobs has arrived in Trinidad from Guatemala on his new assignment. He will take over the Paramount management in this very interesting territory....A cable is just in from Division Manager John B. Nathan in Argentina having reference to the placement of Los Gauchos in the International Contest. He says: "Thanks for news. Next time we will be first." Wouldn't be surprised that he really means it....Should be news to you that the final and definite title of the newest Bing Crosby picture is "The Unholy Bees," instead of "Sing, You Sinners."....One mighty interesting cable flash back as a result of Mr. Hicks' product cable, which is printed on Page 7, came from General Manager J. E. Perkins in the Orient. He says: "Greatly encouraged by your inspiring cable which am immediately communicating to every member this division. If conditions here return anything like normal, we pledge record business. 'Jungle Love' sensational success everywhere released."....And there was a similar one from Administrator Delegue Henri Klarsfeld of France who said: "Greatly enthused contents your cable new product which confirms Mr. Lange's statements. Have communicated this good news to whole organization assembled at convention. Boys enthusiastic and undertake, thanks to coming product, to make next year Paramount's greatest triumph."....There's no beating that kind of spirit, Messrs. Perkins and Klarsfeld....In line with other news on this page have also seen contents of flock of inspiring cables sent Producer Arthur Hornblow Jr., from Mexico City, testifying to enormous success that "Tropic Holiday" continues to score at Alameda Theatre.

PARAMOUNT FLASHES

Wesley Ruggles' first for Paramount under his new studio pact will be made from an untitled story by an hitherto unknown writer. Heading the stellar cast will be Irene Dunne, Fred MacMurray and Donald O'Connor, the last mentioned being the juvenile who scores so heavily in *The Unholy Bees*, the current Wesley Ruggles picture in which Bing Crosby and Fred MacMurray have the leading roles.

Zaza started production June 20, with Claudette Colbert as star and George Cukor as director. Prominent in support are Herbert Marshall as leading man and Bert Lahr as 'Casart.' Also in the cast will be Binnie Barnes, Helen Westley and Constance Collier. It truly should be an actor-proof picture.

George Antheil is writing the score for Cecil B. deMille's production, *Union Pacific*.

Ian Maclaren and Brandon Hurst have been added to the cast of *If I Were King*. Also Heather Thatcher.

After he finishes directing *St. Louis Blues*, Raoul Walsh will direct *The Lady's From Kentucky*, in which George Raft and Frances Dee will be starred. *St. Louis Blues* will start next month with Raft, Dorothy Lamour, Tito Guizar, Betty Grable, Maxine Sullivan and several others in the cast.

Olympe Bradna's next will be *Soubrette*, from the gifted pen of Jacques Deval. Ray Milland will be leading man and shooting is expected to start almost immediately.

The cast of *Artists and Models Abroad* has been augmented by the talented services of Fritz Feld.

Because of his work in *The Big Broadcast of 1938* and the as yet unreleased *Give Me A Sailor*, Paramount has awarded to Bob Hope a new long-term contract as comedian and leading man.

Escape From Yesterday will shortly enter production with a cast headed by Frances Farmer, Leif Erikson and Akim Tamiroff.

The added melodramatic sequences of *Booloo* have had added to them the services of Jayne Regan, Michio Ito and Mamo Clark.

The Hopalong Cassidy production formerly known as *The Return of the Fox* has been finally titled *In Old Mexico*.

Bert Lahr, comedian, has replaced John Barrymore in the impresario role in *Zaza*.

Because of its locale, the Hopalong Cassidy production formerly known as *The Return of the Fox* has been retitled *In Old Mexico*.

Evelyn Keyes, blonde beauty under personal contract to Cecil B. deMille, and already slated for a role in the producer's *Union Pacific*, has been added to the cast of *Artists and Models Abroad*, wherein she will portray Marie Antoinette in a beauty pageant.

Genevieve Tobin has been added to the cast of *Zaza*, Claudette Colbert's current Paramount picture.

Winter Hall, Paul Hervey and Lionel Belmore have been added to the cast of *If I Were King*.

Fay Bainter, who is currently becoming one of the foremost emotional actresses of the screen, has been cast opposite Bob Burns in *The Arkansas Traveler*.

Jean Parker has been signed for the romantic feminine leading role in *Arkansas Traveler*, the new Bob Burns film in which Fay Bainter also



PRATCHETT IN HOLLYWOOD. Herewith are three interesting sidelights on the recent important visit to Hollywood paid by A. L. Pratchett, leader of Los Revolucionarios. At left he is shown with Tito Guizar and Luigi Luraschi, the latter being head of the studio's censorship department and also the foreign department representative. In the centre Mr. Pratchett inspects, with Mr. deMille, the producer's famous camera, the first one he used in Hollywood 25 years ago, and also the one with which the first scene of every deMille production is filmed. At the right the head of Los Revolucionarios visits the SPAWN OF THE NORTH set as the guest of Dorothy Lamour and George Raft. By all odds, Mr. Pratchett is now a very well-informed Legionnaire on the subject of the forthcoming Paramount product.

PRATCHETT CARRIED FINE STUDIO STORY BACK TO "LOS REVOLUCIONARIOS"

The pictures above represent but three lens shots of what Division Manager A. L. Pratchett saw during his recent visit to Paramount's Hollywood Studio: his mind carried back thousands more. The result was that as soon as he had a couple of idle moments he indited a letter which went by airmail to the Messrs. Pierpoint, Valla, Reyes, Rapoport, Donohue and to Mrs. Andrews in Guatemala. The opening paragraph of this important letter expressed the true spirit of the missive. It said:

"My trip to Hollywood to screen *Tropic Holiday* developed into one of the most pleasant weeks I have ever experienced, and my direct contact with our studio executives was an additional treat, as it afforded me the opportunity of knowing the earnest endeavour with which they are all working to make each individual production 'Paramount' in every sense of the word."

Then followed individual appraisals of the major pictures

which Mr. Pratchett found in the course of filming in the studios, and to say that he turned

GOOD NEWS CONCERNING "GULLIVER'S TRAVELS"

Production on the forthcoming Max Fleischer-Paramount feature Technicolor cartoon "Gulliver's Travels," will start immediately in New York, Max Fleischer has announced.

The picture will take approximately 18 months to produce, with the bulk of the animation scheduled for the new Fleischer studio in Miami, Florida.

Fleischer expects to have his new plant in operation early in September and the picture is being designed for release by Paramount during the 1939-40 season.

Fleischer has been engaged for several months in the evolution of the characters in this feature length cartoon and the preparation of the complete script.

The initial step in the making of the picture will be the recording of the complete sound track from which the subsequent animating will be done. The songs for the sound track are now being prepared in New York by the famous team of Leo Robin and Ralph Rainger.

is featured.

The cast of *Touchdown, Army* now includes Robert Cummings, John Howard, Mary Carlisle, Owen Davis, Jr., Minor Watson and Benny Baker. It is a football picture, involving the Army team from West Point, N. Y.

"Hank" Luisetti, America's most famous basketball star, has started his film work already as star of *Campus Confessions*, on which filming commenced a week ago.

Rex O'Malley, star of Broadway and London stages, has been added to the cast of Claudette Colbert's Paramount picture, *Zaza*. Herbert Marshall is leading man.

Boris Morros, Paramount's musical director, announces that "zing" has replaced "swing" in popular music circles. We are going to try and explain on another page exactly what

"zing" is, totally unmindful of the fact that we have consistently failed to explain just what "swing" was.

Having completed work in *The Texans*, Randolph Scott will next be seen in *Disbarred*, with Gail Patrick opposite him. Gail will get her heart's desire in this picture, since she will play the role of a woman attorney.

William Frawley and Raymond Hatton have joined the cast of *Touchdown, Army*, a football picture in which the Army scores a touchdown.

Alfred Hitchcock, one of the most imaginative of the many fine British film producers, was guest of honor at a Paramount studio luncheon recently. Frank Tuttle, director of *Paris Honeymoon*, was host for the occasion, and a great many executives were also present.

typographical handsprings over *Spawn of the North*, *Men With Wings*, *If I Were King*, *In Old Mexico*, *Mis Dos Amores*, *Booloo*, *Paris Honeymoon*, the plans for *Zaza* and the magnitude of *The Texans* is but putting the case mildly. His letter concluded with:

"Personally, my contact with the productions covered in this letter convinces me that our Production Department have already fulfilled their promise to deliver a series of big international pictures."

In words of one syllable, therefore, Division Manager Pratchett is convinced that Paramount has at its almost immediate disposition, a grand lot of films to thrill and please the world.

"TROPIC HOLIDAY" APPLAUDED BY THE MOTION PICTURE DAILY

Herewith are the highspots of the review on the Tito Guizar-Dorothy Lamour-Ray Milland-Bob Burns-Martha Raye picture, which appeared in *The Motion Picture Daily* of June 23:

The high spot in this comedy is a bullfight sequence in the best Sennett tradition with Martha Raye as the feminine matador. This rates as one of the funniest episodes of the screen year.....The picture is distinguished by its musical content. The music of Agustin Lara in the Spanish mode laying lasting hold upon the ear. Senor Guizar and Senorita Rios sing these songs roundly.....As produced by Arthur Hornblow, Jr., and directed by Theodore Reed, the film is easy to look at and listen to, a gay, colorful consignment. The music is sure to be well established on the air and the bull ring sequence may be expected to incite widespread word of mouth publicity.



PRODUCER AND SUPERVISOR OF DIALOGUE ALSO

Ramos Cobian, pre-eminent Puerto Rican empressario, is learning the production side of the film business with a vengeance. Not only is he the producer of *MIS DOS AMORES*, the Tito Guizar film which Paramount will distribute, but he is also dialogue director of the production. He is shown here conferring with the star on a matter of dramatic inflection.

Paramount Leading Product Parade

By JOHN W.
HICKS, JR.

A few days ago I sent the following cable message to the chief Paramount distribution centres throughout the world:

MY RECENT STUDIO VISIT CONVINCES ME OF PARAMOUNT'S INDUSTRY LEADERSHIP. FORTHCOMING PICTURES TOP EVERYTHING OUR HISTORY. AFTER SEEING SEVERAL IN ROUGH FORM OTHERS IN PRODUCTION HAVE NEVER BEEN SO INSPIRED AND THRILLED. CERTAINLY WE WILL HAVE GRANDEST PROGRAM SHOWMANSHIP PICTURES EVER RELEASED. SPAWN BIG REALISTIC SMASHING HEARTRENDING THRILLING TICKETSELLING NATURAL WINGS GORGEOUS TECHNICOLOUR FILLED WITH THRILLS ACTION HEART INTEREST LOVE ROMANCE WILL POSITIVELY SURPASS EVERY OTHER AERIAL DRAMA EVER PRODUCED MILLARD MACMURRAY CAMPBELL ENTIRE CAST EXCELLENT GRAND STORY ALL UNDER SUPERDIRECTION WELLMAN. FRANK LLOYD'S PRODUCTION WERE KING BEST PICTURE HE EVER MADE. COLMAN RATHBONE DEE ALL MEMBERS CAST GIVING STARRING PERFORMANCES STORY FILLED WITH ROMANCE LOVE COMEDY ACTION DRAMA AND THRILLS. TEXANS BIG THRILLING ACTION PICTURE. MAGNIFICENTLY CAST. ARTIST MODELS PARIS HONEYMOON BOTH FINE PRODUCTIONS. BIG SCALE CONTAIN ALL NECESSARY INGREDIENTS TO MAKE THEM MORE SUITABLE FOR US THAN PREVIOUS PICTURES THIS TYPE. LLOYD'S PROFESSOR SPLENDID ENTERTAINMENT. STOP THESE ARE NOT PROMISES I ACTUALLY SAW MOST OF THESE PICTURES IN ROUGH FORM AND OTHERS IN MAKING. COULD GO ON ENDLESSLY PRAISING PRODUCT WHICH IS MAGNIFICENT AS IS STUDIO MORALE AND ATTITUDE ALL EXECUTIVES TO COMPANYS WORLD REQUIREMENTS. PARAMOUNT DEFINITELY LEADING PARADE. REGARDS.

At this point I wish to emphasize, with all the sincerity at my command, that I have never before believed in anything as implicitly as I believe in the facts set forth in that cable. My

message over the wires was but a condensation of the great sense of enthusiasm and uplift that I have felt as a result of the Hollywood visit, on which I was accompanied by Mr. Fred W. Lange.

Collectively and individually these films represent the tops in Paramount production. It is not for me here to draw parallels or comparisons with past Paramount achievements. We have done a great many notable things in the past and out of them we have built our industry pre-eminence. These pictures which I have seen—some of them practically completed and others in a state permitting opinion-formation—are the fruits of that pre-eminence. And such fruits! Such pictures!

I was shown an assembly of five reels of "If I Were King." These five reels alone would have made one of the mightiest romantic spectacles of all time just by themselves: yet they represented but the beginning of Frank Lloyd's picture which is destined to reveal the grandest performances ever registered by Ronald Colman, Frances Dee, Basil Rathbone and a score or more of talented performers.

"Spawn of the North" was screened in its first rough-cut, and here I was privileged to see what we all have been calling aloud for so long—an action melodrama, colorfully located, with a truly stellar cast, and with all the punch that Henry "Bengal Lancers" Hathaway can pack into a picture. George Raft surpasses his "Souls at Sea" performance, Dorothy Lamour and Henry Fonda are superb, and the remainder of the cast give rousing performances.

I cannot even begin to tell you of the thrill that the reels I saw of "Men With Wings" gave me. We have long dreamed of this picture—an aviation epic to top all air dramas that the screen has ever given us—and here it is! The word "Wings" in a title

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Two really privileged Paramountees are Messrs. John W. Hicks, Jr., and Fred W. Lange, whose lightning visit to Hollywood early in June gave them glimpses of the grand Paramount product now in course of completion. Presented above are six camera glimpses of the two Legionnaires taken in the very heart of the Paramount plant. (1) with Mamo Clark, leading woman, and Paul Sloane, director, of "Booloo." In the centre is Eugene J. Zukor. (2) In earnest conference with Frank

Lloyd, producer-director of "If I Were King." (3) With leading lady Franciska Gaal and leading man Bing Crosby, of "Paris Honeymoon." Gene Zukor at the right. (4) With Ronald Colman, star of "If I Were King." (5) With Akim Tamiroff and director Henry Hathaway on the "Spawn of the North" set. (6) Mrs. John W. Hicks, Jr., lunching with Mrs. Adolph Zukor, right, and Miss Lillian Fischer (Mrs. Frank Farley). Miss Fischer is style advisor on "Artists and Models Abroad."



AUSTRALIAN. The set of "If I Were King" has a visit from A. Roger Logan, of the Head Office Accounts force in Sydney, who is passing through the United States en route to Ireland on leave of absence to visit his family. He is shown here with Basil Rathbone, who plays the role of King Louis in Frank Lloyd's truly spectacular production starring Ronald Colman.

IL PIU' GRANDE ED IL PIU' LABORIOSO MESE DELLA PARAMOUNT.

In un'altra pagina di questo numero sono contenuti i risultati della nostra rapida e movimentata gara. Siamo certi che troverete detti risultati eccitanti quanto la medesima. Noi ci congratuliamodi cuore con quanti furono così fortunati di dividerci i premi ed inviamo il nostro omaggio a tutti gli altri che fecero del loro meglio per riuscire.

In un'altra pagina riportiamo anche le notizie più importanti della visita che recentemente il Signor Hicks fece allo Studio di Hollywood accompagnato dal Signor Lange. Nel resoconto stesso si troverà la dichiarazione del Capo della Legione Straniera che mai, in alcun tempo della sua attività por la Paramount' è stata maggiormente acceso di sicura speranza di prossima importante produzione. Egli si disse entusiasta, oltre ogni possibile dire della grandezza di "Se fossi Re," "Uomini Alati," "Prodotto del Nord," "L'uomo del Texas," "Zazá e Booloo," ("If I Were King," "Men with Wings," "Spawn of the North," "The Texans," "Zaza and Booloo"). Mr. Hicks trovo' l'intero personale dello Studio profondamente consci dei nostri problemi, ora più che mai, sinceramente esprese la fiducia che, da ora in poi, sarà fisco pensiero dello Studio di produrre films che siano interessanti a tutto il mondo.

Un'altra notizia importante in questo numero, a proposito della produzione, è la designazione del Signor David E. Rose, che per molti anni fu con Samuel Goldwin, a mantenere i contatti con la produzione inglese. Sarà particolare cura del Signor Rose, che il Signor Hicks ha qualificato uomo di grande abilità esecutiva e di molta fascino, di coordinare la produzione della quota di films inglesi di modo che le più salienti produzioni di essa siano interessanti

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The Paramount Parade

By T. M.

CHATTER. Five colts have been foaled on the Bing Crosby breeding farm within the past two months, bringing the total number of the star's racing quadrupeds to 30. None of the animals appears on Paramount's star roster, but from what we have heard from Bob Burns' radio chatter they should all be regarded as 'players,' since none of them seems to take its racing seriously. They've given Martha Raye a new publicity catch-line: hereafter she will be known as Martha (Glamour Legs) Raye. Seems that her 'gams,' as American legs are called, win her a beauty contest in "Give Me a Sailor." As though any sailor was ever interested in legs!

ODDITIES. Cecil B. deMille has acquired a stack of ancient copies of the Illustrated London News. Seems that the British weekly carried much better pictures of the building of the Union Pacific Line than did the American publications. C.B. is currently engaged in producing "Union Pacific." Through some editorial kink we insist on referring to Albert Lewin as an Associate Producer. Our apologies to the gentleman: he is of course a full-fledged producer, now engaged in producing "Zaza."

WHISPERS. With the appointment of David E. Rose to act as production liaison between London, New York and Hollywood, we are proffering comment that hereafter Paramount's British production activities will be viewed through Rose-colored spectacles. The Dos Amores of the Tito Guizars will be 'Tres' in January, we hear. The very pleasant New York visit of George "Windy" Hayes, of the Hopalong Cassidy series, brought two famous fishermen together when he foregathered with George Weltner in the latter's Crossroads of the World office. John L. Day, Jr., leaves Rio de Janeiro for a Paris (France) visit July 5. The French capital will never again be the same. Nor will Rio.

HEARSAY. Boris Morros claims that "swing" is dead; that "zing" reigns instead. Lou Diamond claims that Betty Boop is dead; that Sally Swing is the new successor. Seems to be a case of "Swing High, Swing Low." Or "Zing Boris, Swing Lou." Meantime Boris goes on record to say this about "zing": "In other words, we substitute simplicity and ingenuity for the wildly discordant dis-harmonies of swing. We use an accordian and a harp, and I won't tell you what other instruments until we introduce 'Zing.' But it's the kind of music that is embraced by sophisticated musical highbrows and is at the same time 'crowd music,' a gay, stomping, novel, colorful way of playing that is going to set theatre audiences dancing in the aisles." Just as Boris said, it's simplicity in music. Or, to revise our own earlier title, "Zing High, Swing Low."

STIRRING SAMPLES FROM THE PARAMOUNT PRESS OF THE WORLD

Every great country in the world today has its 'press,' in every instance an outstanding example of a great chain of publications expounding a single idea, a single ideal, a single purpose. And so Paramount has its 'press,' and every day brings to our desk one or more examples of the power and the purpose of this press—the power of putting an idea across; the purpose to make Paramount synonymous with the ultimate in screen entertainment for the entire world.

A glittering example is the May issue of Scandinavia's "Paramount." This time we have a spiral-wire bound issue, many times normal size, and packed with colorful layouts, unique attention-compelling ideas, and a meaty message we are sure that every exhibitor in Sweden, Norway, Denmark and Finland thrilled to. As customary, there were in the book pages in each of the four languages dealing with Paramount activities and personalities, with emphasis on the European events involving Mr. Hicks; and over the entire publication was spread an unmistakable atmosphere of Paramount optimism. A very swell job, Mr. York, and we

hope that you extend our congratulations to Mr. Bengt Janzon and all of the other Paramount Vikings who had a share in this fine work.

May issue of Brazil's eminently famous "Paramount em Accao" was, as you can well imagine, definitely devoted to the activities of Mr. Hicks in the coffee centre of the world. The issue was replete with scores of pictures of Mr. Hicks with various members and groups of the staff, and there was also a very well executed cartoon of the Foreign Legion Leader sailing away on board the "Augustus." There was much else in the issue that we should like to have reproduced, but we feel compelled to compress this desire into a sentence expressing our complete admiration for so excellent a publication as "Paramount em Accao" continues to be from month to month.

May 17th issue of Italy's "Paramount Italiana in Parata" was devoted to that extra urge to finish the International Contest in a blaze of glory. To what powerful purpose this urge was put is to be found in the final standings in the Contest, a fact which is definitely

The deepest sympathy of the entire Paramount organization is extended to the Foreign Legion's Leader, Mr. John W. Hicks, to the Misses Matye and Rubye Hicks, and to Wilson Hicks, in the sad loss of their Father who died, June 18, in Sedalia, Missouri.



ADDING STYLE TO "ARTISTS AND MODELS ABROAD"

The charming young lady conversing with Producer Arthur Hornblow, Jr., (right) and Director Mitchell Leisen is Miss Lillian Fischer, in private life Mrs. Frank Farley of Paris. Miss Fischer is in Hollywood acting as style consultant on "Artists and Models Abroad" and will be responsible for much of the sparkle and chic with which we expect to see the picture imbued. Visible in the background is Richard M. Blumenthal, assistant to Producer Hornblow.

a double A—in other words, Americo Aboaf. The issue itself proved to be the best of the series so far: in fact we sense such a trend in the enhancement of this publication that we are forthwith sending to our stockroom for a new set of adjectives and superlatives.

"Paramount Koerier," which is the glorifier of Paramount in the Netherlands, dedicates its splendid May 28th issue of "Romance in the Dark," the unforgettable features of Martha Raye, the allure of Mae West according to the Netherlanders, and the famous directorial ability of Ernst Lubitsch.

The May 2nd issue of Australia-New Zealand's "Paramount Punch on Parade" was dedicated to the proposition that the International Contest then had exactly one month to run. Managing Director Harry Hunter used its columns to urge the Blue Ribbon Bunch to even greater lengths of energy, and of course General Sales Manager William Hurworth added his punches as well. This Blue Ribbon publication is one of our consistent performers where undeniable editorial impact is concerned, and we admire also its consistent wealth of information concerning the Paramount achievements of its readers.

What might be termed a 'Paramount lollapalooza' among house organs was the special issue of Bucharest's "Gazeta Paramount," this issue being a special one dedicated to the new line-up of Paramount product. Manager for Roumania, Franz Sitter, and publicity director B. Cehan have cooperated on a very swell job of announcement, with particular emphasis on the news concerning filming of "Zaza," Cecil B. deMille's "Union Pacific," Francisca Gaal's appearance with Bing Crosby in "Paris Honeymoon" and several other major imminent hits.

Still another batch of plaudits for Italy's most commendable house organ, this time the issue of May 31 (although we have no doubt but that there will be other issues in before we go to press). However the issue confronting our

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EXPLOITATION NOTES

Manager 'Ted' Pierpoint of Panama has sent up a most interesting souvenir in the shape of a mimeographed newspaper in Chinese, published in that part of the world. All of the advertisements, with the exception of one for *Daughter of Shanghai*, had mimeographed illustrations, most of them designating products of world-wide renown. Mr. Pierpoint reports that despite the primitive methods of its publication, the newspaper enjoys a wide circulation, which no doubt accounts in part for the popular appeal of the Anna May Wong picture.

General Sales Manager S. Ganguli has sent us from Calcutta evidence of the widespread popular appeal of the music of *Her Jungle Love*. In the file forwarded were actual letters from the leaders of some of the foremost orchestras in India, complimenting Paramount on the quality and appeal of the music. The file also had evidence of the fact that the music is scheduled to attain even more widespread popularity by virtue of being broadcast through the co-operation of All-India Radio.

One of the best supplements ever to reach our desk was the one produced by Lew D'Silva, under the direction of Manager Frank Kennebeck of Bombay, and appearing on behalf of "The Buccaneer" in "The Times of India." It was four full pages in scope, dealt entirely with the Cecil B. deMille picture, and was a most profitable investment to the publishing newspaper because it contained a good deal of valuable cooperative advertising. It is also appropriate to mention at this juncture that, according to Mr. Kennebeck: "Excellent business was done on the opening four days of the picture—in fact the best business done in Bombay in a very long time." Of course the extra publicity boost, which included also a most appropriate souvenir programme, copy of which we received, had something to do with this success.

Our Brazil mail has been very heavy these past few weeks. Not only has that magnificent house organ come in, but we have also received from Publicity Manager Moulian of Sao Paulo a vast stack of newspaper and magazine clippings dealing with



NORWAY. Pictured here is a fine piece of window display work from Oslo, on behalf of Frank Lloyd's epic production, "Wells Fargo." The window happens to be one of the best locations on the main thoroughfare of the Norwegian Capital.

Exploitation



BUENOS AIRES. Proud indeed are we of the fact that exploitation in Argentina appears to dominate this issue. It has long been contended—and supported by graphic evidence—that one of the finest centres of film exploitation is the land of Los Ganchos. Above is one of the most pertinent samples of evidence we have had in the last couple of hours—a lavishly effective street-car trailer decorated in behalf of Cecil B. deMille's production, "The Buccaneer." It is without need of further comment that we add information to the effect that this fine work was performed by Publicity Director Guillermo Fox, who has done so much to keep the Paramount name paramount in Argentina, Paraguay and Uruguay.

the recent visit of Mr. Hicks, and a very workmanlike, heavily trademarked product announcement.

Also the past weeks brought in a heavy Australian mail, much of which has been utilized in other columns. We want to use this opportunity for thanking Messrs. Hermann E. Flynn and Reg. Felton for their consistent help in this connection.

BRAZIL BOOSTS "THE BUCCANEER." Over on another page there's a whale of a lot of fine recognition of some marvelous exploitation in behalf of the Cecil B. deMille picture. But to our way of thinking this piece of lobby exploitation for the picture at the Cine Plaza, Rio de Janeiro, is the whale of them all. Guided solely by memory, it seems to us that this is the tallest and most imposing cutout that we have ever seen, and we would welcome comment and criticism if we happen to be wrong. At all events, there is no denying that the figure attracted a whale of a lot of attention; and the records prove that it brought in a whale of a lot of business.



SUPERB JOB OF ANNOUNCING

The French, who are so much better than we are when it comes to words expressing sheer, superlative joy, are appealed to for a couple of their best thousand-franc words in order that we might pay tribute to the special issue of "La Paramount Francaise" which announces the French Division's forthcoming product line-up.

The announcement takes the form of an amplified house organ—but what amplification! What color! What sheer brilliancy of advertising technique!

POSTCARDING NEWS OF "HER JUNGLE LOVE"

We have received from Manager Paul Verdayne, of Singapore, a photographic postcard showing Dorothy Lamour posed with Popeye the Sailor, and holding a film can bearing the flag of the Straits Settlements. The postcard was prepared by Mr. Verdayne's office for general exhibitor use, and bore a caption telling of Miss Lamour's stardom in "Her Jungle Love," and calling attention to the flag on the film can. The postcard proved to be extremely popular and large quantities were given wide postal distribution; all of which proved to be fine, useful exploitation.



CAKE FROM A HAPPY EXHIBITOR

So elated was exhibitor Jorgen Jorgensen of the Metropole Theatre, Copenhagen, Denmark, at the success of "Bluebeard's Eighth Wife" (which incidentally is still running, and will run all summer), that he sent to Manager Harald Frost, for the benefit of the exchange staff, the magnificent Danish cake shown herewith. Grouped around the cake, which you probably haven't seen yet for looking at the ladies, are the following Paramount Lovelies: Mrs. Alice Dyhrfjeld, Mrs. Emmy Skeel Gerhardt, Miss Ellen Cruusberg, Miss Edel Ludvigsen, Miss Else Eilschou-Schmidt and Mrs. Ingrid Dyhnm.

"BLUEBEARD" GARNERING PRAISE IN INDIA

A note from General Sales Manager S. Ganguli in Calcutta says: "'Bluebeard's Eighth Wife' has been accorded enthusiastic reception by the refined section of our audiences and students and should be generally well received in all key cities."

UNO DE LOS MEJORES MESES DE PARAMOUNT

—Publicamos en otra página los resultados de nuestro activo y estimulante concurso. Abrigamos la certeza de que tales resultados serán tan estimulantes como el concurso mismo. A quienes han tenido la suerte de participar de los premios, los felicitamos cordialísimamente. Y va nuestro aplauso a quienes, aunque menos afortunados, se portaron como buenos durante el concurso.

—Damos asimismo cabida en otro lugar a las notas más salientes de la reciente visita que hizo el señor Hicks, en compañía del señor Lang, a los Estudios de Hollywood. En esa información constan las declaraciones en que el Caudillo de la Legión Extranjera pone de presente que no había visto, durante los años que lleva con la Paramount, conjunto tan prometedor como el que forman las nuevas producciones. El señor Hicks experimenta entusiasmo superior a toda ponderación ante la grandiosidad de "Si yo fuera Rey" ("If I Were King"), "Hombres con alas" ("Men With Wings"), "Pescadores de Alaska" ("Spawn of the North"), "Los Tejanos" ("The Texans"), "Zazá" y "Booloo." Su impresión del personal de los Estudios es que éste se halla más que nunca al tanto de lo que necesitamos, y que encaminará sus esfuerzos a la producción de películas de atracción mundial.

—Otra noticia de interés relativa a la producción es la del nombramiento de don David E. Rose, colaborador de Samuel Goldwyn durante muchos años, para el cargo de agente de enlace en Inglaterra. El señor Rose, a quien el señor Hicks nos pinta como sujeto de gran capacidad ejecutiva y notable don de gentes, cuidará de coordinar las películas de la cuota inglesa, con la mira de que las más sobresalientes de ellas posean atractivo suficiente a justificar su distribución internacional.

—A propósito de grandes películas en preparación, nos complace consignar aquí que algunas de las estrenadas en los últimos tiempos continúan alcanzando señalados triunfos en varios países. Así, es noticia que regocija la de que casi no haya país en donde "La Octava Mujer de Barba Azul" ("Bluebeard's Eighth Wife") y "El Bucanero" ("The Buccaneer") no cuenten entre los mayores éxitos del cine. Entre las ilustraciones de este número hay muchas que lo comprueban. Digamos, además, que "La Octava Mujer de Barba Azul" eclipsa en la actualidad en Australia resultados que por largo tiempo se habían considerado insuperables; que los de "El Bucanero" en la Nueva Zelanda les andan ya muy cerca a los que obtuvo "Tres Lanceros de Bengala" ("Lives of a Bengal Lancer"); por último, que ambas películas figuran entre las que triunfan en toda la línea en la India, en la América del Sur, dondequiera. En otras palabras, las grandes películas recientes han dado a la marcha de la Paramount como de victoria; las que están por venir, habrán de llevarla tan adelante en este camino, que el más próximo de sus émulos no alcanzará ni a seguirla de lejos.

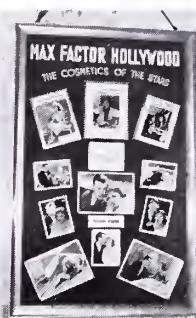
—Para el 1º de agosto nos prometemos dar noticias del concurso de reclamo para el fomento de la Campaña Pro Desfile Mundial de la Paramount.

—Tito Guizar ocupa lugar importante en las noticias del mes. Tenemos, por una parte, el magnífico es-

(Continued bottom of last column)

"BLUEBEARD" TRIUMPHS IN POLAND

Manager M F. Jordan has forwarded us these fascinating 5 shots depicting the success of "Bluebeard's Eighth Wife" at the Palladium Theatre in Warsaw. At



left is the Max Factor cosmetic display in the lobby of the theatre, where it attracted a great deal of attention. At top is the crowded lobby, showing the fortunate ones who were



able to secure admission, the house being otherwise sold out. In centre and at right are two of the many very effective window tie-ups which the Warsaw pub-

licity go-getters were able to secure. At the bottom is the lobby announcement, with Publicity Manager (Paramount) Miroslav Reinherz standing nearest the camera.

PARAMOUNT LEADING THE PRODUCT PARADE

(Continued from Page 7)

is peculiarly our property, and this picture glorifies that word as no other picture in film history has ever done. And if the picture glorifies the word, so does Technicolor glorify the picture. If you have never before been rendered breathless by the sheer thrill and beauty of a film, this one is going to turn the trick. You will see Fred MacMurray and Ray Milland at their best; you will see the advent of a truly fine actress in Louise Campbell; little Virginia Weidler will literally ache your heart with a glowing performance; William Wellman will shake your heart with thrills and spectacle.

The product parade continues with "The Texans." Here is this year's tops to "Wells Fargo." Yet for sheer bigness it beats that one many ways. Its prairie fire climax, its cattle stampede and its stellar cast, topped by Randolph Scott, Joan Bennett and May Robson, place it in the ranks of the real epics of the screen. It is one of our truly big pictures and must be sold in this fashion.

"Artists and Models Abroad," "Paris Honeymoon" and "Booloo" are three more productions deserving of tremendous attention. All three are superb pictures for our purposes, the first-mentioned being fashioned of as many ingredients to meet with our approval as the script and the story permit. "Paris Honeymoon" has Franciska Gaal in admirable support of Bing Crosby in exactly the type of role in which she won acclaim in her continental pictures.

"Booloo" had its breathlessly exciting exteriors filmed in Malaya some months ago and is now having these rounded out with a legitimate dramatic story in much the same way as "The Last Outpost" was fashioned a couple of years ago. It looks to me as though we are going to receive a thrilling surprise in this one. I saw several reels of it screened and I am very excited over the production's potentialities.

* * *

I could undoubtedly go on at great length in this fashion: yet I really have only one point to make—the point that Paramount is far and away at the head of the world's product parade. We have a gigantic array of great attractions already on film; other films are in the process of being made—and topping all of these is the magnificent spirit of international-mindedness of the studio. There is no doubt about it—we have out there in Hollywood a staunch band of Paramounters who place above all else the determination to give this Company a consistency of entertainment films second to none in the world.

These, then, have been the highlights of the most cordial and most informative visit that I have ever made to our film-production plant in Hollywood.

RUECKBLICK AUF EINEN EREIGNISREICHEN MONAT.

Mit dieser Ausgabe bringen wir Ihnen die Endresultate des allerdings recht kurzen aber nichtdestoweniger spannenden Wettbewerbes. Wir beglückwünschen alle Sieger aufs Wärmste und all den anderen Teilnehmern, denen es nicht vergönnt war einen Preis davonzutragen, machen wir hiermit unser Kompliment, den sie haben alle ihr Bestes geleistet.

Wie Sie aus dem auf einer anderen Seite dieser Ausgabe zum Abdruck gelangten Bericht ersehen, hat Herr Hicks kürzlich in Begleitung von Herrn Lange dem Hollywood Atelier einen Besuch abgestattet. Der Chef unserer Auslandsabteilung gesteht, dass ihm noch kein Paramount Produktionsprogramm derartig gefesselt hat, wie das momentan in Arbeit befindliche. Ihm fehlen einfach die Worte um seinen Gefühlen beim Abrollen der noch unfertigen Paramount Filme Ausdruck verleihen zu können, und seine Begeisterung für "If I Were King," "Men With Wings," "Spawn of the North," "The Texans," "Zaza" und "Booloo" kennt keine Grenzen. Außerdem machte Herr Hicks die Feststellung, dass das gesamte Atelierpersonal für die Nöte der Auslandsabteilung ein warmes Verständnis hat, das er überhaupt nicht für möglich gehalten hat, und er glaubt daher mit aller Bestimmtheit annehmen zu dürfen, dass wir von jetzt ab auf ein erquickliches Zusammenarbeiten mit dem Atelier rechnen können und zukünftig lauter Filme mit internationalem Einschlag zu erwarten haben.

Eine weitere Nachricht, die in allen Kreisen grosses Interesse hervorrufen wird, ist die Ernennung von Herrn David E. Rose zum Produktionsliaison für England. Herr Rose blickt auf eine langjährige Tätigkeit bei Samuel Goldwyn zurück und genießt in Filmkreisen einen ganz vorzüglichen Ruf. Herr Hicks hält grosse Stücke auf ihn und verspricht sich von Herrn Rose's Mitarbeit viel Gutes. Es ist seine Aufgabe, die britischen Kontingentfilme derartig abzuändern, dass die Grossfilme tatsächlich den letzten Schliff erhalten, der sie zum erfolgreichen Weltverleih berechtigt.

Wenn wir die neuen Filme loben, ist es nicht mehr als recht und billig, dass wir auch den unlängst im Verleih erschienenen Paramount Filmen, welche sich bereits in vielen Erdteilen Lorbeer erworben haben, ein Wort der Anerkennung zollen. "Bluebeard's Eighth Wife" und "The Buccaneer" stehen immer noch an erster Stelle und es bereitet uns ein ganz besonderes Vergnügen in dieser Ausgabe diverse Illustrationen veröffentlichten zu können, die lauter als

(Continued on Page 12a)

treno mundial de "El Embrujo del Trópico" ("Tropic Holiday"), que se efectuó en la capital de México el 24 de junio; por otra, "Mis dos amores," película de la editora Cobian Productions, que está cinematografiándose actualmente y quedará pronto terminada. Tito va convirtiéndose rápidamente en una de las grandes cartas de la Paramount, y nos congratulamos de que así sea, pues el joven actor y cantante, por su simpatía y su personalidad, es elemento valioso a un mundo que tan necesitado está de alegría y de zancadas.

O MEZ MAIS MOVIMENTADO DA PARAMOUNT

Em outra seção deste numero encontrará o leitor o resultado final do nosso rápido e entusiastico concurso, e o fechó do prêmio, como logo se vê, correspondeu em tudo ao envidamento de forças de que se deve honrar a nossa organização. Cumprimentamos, pois, a todos os vencedores, como também áquelles que, embora não alcançassem os premios, contribuiram com o seu esforço para o exito do concurso.

—Em outra parte publicamos tambem um apanhado das impressões do trabalho no Estúdio, ali colhidas por Mr. Hicks, na visita que fez a Hollywood acompanhando Mr. Fred Lange, encarregado geral de negoces da Paramount na Europa. Pois, bem, o entusiasmo do nosso *leader* da Legião Estrangeira toeou ao maximo ante a actividade observada no Estúdio e tambem com referencias ás produções que elle teve occasião de apreciar ainda em vias de acabamento, tacs como "Se eu fôra rei," "Homens com asas," "Peseadores do Alaska," "O Texano," "Zazá" e "Boolo." Mr. Hicks notou tambem grande desejo de cooperação de todos os funcionários dos nossos departamentos de produção e acredita elle que a isso se deve o recente "tom" dos filmes, mais de gosto universal do que nunca.

Outro pormenor interessante relacionado á nossa produção foi a escolha de Mr. David E. Rose, ha muito ligado ao departamento de produção de Samuel Goldwyn, para o cargo da escolha e condicionamento das fitas que segundo a quota ingleza se destinam á Inglaterra. Mr. Hicks, que reconhece em Mr. Rose qualidades in-excediveis de fino cavalheiro e óptimo administrador, vê na sua escolha outra garantia de um padrão de fitas de aeeitação mais internacional.

Seja-nos dado dizer, enquanto tratamos das novas produções, que algumas das fitas recentemente exhibidas estão obtendo grande exito em todo o mundo. É portanto motivo de alegria para todos nós o sabermos que fitas como "A oitava esposa do Barba Azul" e "Lafitte, o Corsario" têm sido entusiasticamente recebidas em todos os paizes onde já foram dadas ao publico. Para particularizarmos o caso, podemos adeantar que "A oitava Esposa" está batendo um "record" na Australia e que "Lafitte, o Corsario" tem atrahido tanto publico que já quasi alcança o exito de "Lanceiros da India," tanto em Nova Zelandia, como na India e em muitos dos paizes sul-americanos. Assim, aproveitando o caminho aberto por estes grandes filmes, poderão as novas e grandes produções da Paramount levar por deante, com toda a segurança, esta marea triunfal de exitos.

—Em agosto proximo esperamos dar noticias especiaes sobre o concurso de annuncio e propaganda relacionado ao Desfile da Paramount ao Redor do Mundo.

Tito Guizar está no quadro de honra durante todo este mez. Em primeiro logar, ha a estreia do seu filme, "Feitiço do Tropic," no Mexico, cidade que foi escolhida especialmente para a primeira exhibição dessa fita, e além disso, a conclusão de outra fita sua, "Meus dois amores," produzida pela Cobian Production, em que o cantor mexicano tem esplendido desempenho. Tito Guizar está rapidamente conquistando grande fama, sob o pavilhão da Paramount, e bem o merece, pois suas qualidades artisticas são deveras inconfundiveis.



Exterior of the Metropol Theatre in Copenhagen, Denmark, where "Bleubeard's Eighth Wife" is running on and on. Note the sign saying "Udsolgt," Danish for "Try again tomorrow—house sold out tonight!"

PARAMOUNT'S GROOTSTE EN DRUKSTE MAAND

Elders in dit nummer vindt ge den uitslag van onze snelle en opwindende competitie. We gevoelen, dat ge het resultaat even interessant zult vinden als het concurss zelf. Onze gelukwenschen aan de prijswinners en dankbetuiging aan hen die, hoewel zij hun beste beentje voorzettten, minder gelukkig waren.

In die nummer vermelden wij eveneens enige bizarheden omtrent het bezoek van de Heeren Hicks en Lange aan de Hollywood studio's, en wij wijzen speciaal op de verklaring van den leider der Buitenzandsche Afdeeling, dat de activiteit aldaar alsmede onze veelbelovende nieuwe films, nooit tevoren zo veel indruk op hem hebben gemaakt. Hij is in een woord opgetogen over "If I Were King," "Men With Wings," "Spawn Of The North," "The Texans," "Zaza" en "Boolo." Meer dan ooit vond hij het studio personeel uitstekend op de hoogte van al onze problemen waaraan hij de gelukkige conclusie trekt, dat de Buitenzandsche Afdeeling voortaan rolprenten zal leveren met attractie voor de gehele wereld.

Een verdere punt van groot internationaal belang is de aanstelling van den Heer David E. Rose, vroeger geassocieerd met Samuel Goldwyn, tot produciet hef in Engeland. Het is de taak van den Heer Rose, wien de Heer Hicks typeert als een man van grote bekwaamheid en persoonlijkheid, het contingent in Engeland te vervaardigen films geschikt te maken voor

DE STÖRSTA PARAMOUNT-NYHETERNA OCH DEN LIVLIGASTE MÅNADEN.

På en annan sida i detta häfte återfinnes resultatet av vår snabba och livliga tävlan. Vi är övertygade om att ni kommer att finna resultatet lika underhållande som själva tävlan. Vi gratulerar alla så hjärtligt som voro lyckliga nog att få delar av vinsten, och en lika hjärtlig komplimang till alla de, som också gjorde sitt bästa.

På en annan sida kunna ni också finna de viktigaste nyheterna från Mr. Hicks' sista besök i Hollywoodateljen tillsammans med Mr. Lange. I detta sammanhang finnes också ett uttalande av ledaren av den utländska legionen. Aldrig förr under hela den tid han varit bunden vid Paramount har han varit så uppmuntrad av alla löftena om storartade filmer. Han var stormförtjust över alla gränser över

verden distributie.

Naast deze schoon klinkende toekomst muziek is het succes van onze reeds geproduceerde films vermelding waard. Uit bijna alle landen ontvangen wij aanmoedigend nieuws aangaande "Bluebeard's Eighth Wife" en "The Buccaneer." In dit nummer hebben wij enige desbetreffende foto's opgenomen. "Bluebeard" klopt alle bestaande records in Australië. "The Buccaneer" komt zeer dicht bij het record van "Bengal Lancer" in Nieuw Zeeland en beide films oogsten geweldigen bijval in Indië en Zuid Amerika... enzoovoorts. Met andere woorden, de reeds in omloop gebrachte nims hebben ons in de goede richting gebracht, welke wij met de komende films in versneld tempo zullen volgen, zoodat wij aan het eind van het seizoen alle andere producenten ver achter ons zullen laten. Tegen eind Augustus zullen wij U wel den uitslag kunnen geven van het exploitatie concurso, uitgeschreven namens Paramount On Parade.

Tito Guizar wordt deze maand in het zonnetje gezet. Ten eerste met de première van Tropic Holiday, op 24 Juni in Mexico, welke tevens de wereld première van de film was; voorts met zijn eigen Cobian Productie "Mis Dos Amores," thans in de montage kamer en binnen afzienbare tijd gereed voor distributie. Tito begint zich snel te ontpoppen als een der meest geliefde Paramount sterren, hetgeen ons al te meer verheugt, aangezien deze jeugdige auteur en zanger over een grote dosis charme beschikt.

de storslagna filma "If I Were King," "Men With Wings," "Spawn of the North," "The Texans," "Zaza" och "Boolo." Han fann också att hela studiopersonalen varo underrättade om alla våra problem, mycket mer än förr; och han är övertygad om att alla därutöver är förenade att göra filmer, som komma att bli omtykta över hela världen.

En annan stor nyhet är också behandlad i detta häfte och den är, att Mr. David E. Rose blivit engagerad av vårt bolag i London. Han var för flera år med Samuel Goldwyn. Mr. Roses arbete kommer att bestå i att övervaka Quotafilma i England så att de också kommer att göras sålunda, att de bli publikfilmer av det slag, som anses värdiga för världsmarknaden. Mr. Hicks anser att denna man har just den duglighet och charm som fordras för denna post.

Det är oss ett sant nöje att omtala, att på samma gång som vi berätta om

"WELLS FARGO" A NEW ZEALAND HIT

On the Paramount records, in official black and white, "Wells Fargo" is noted as an outstanding hit in New Zealand. The records also show that much of this success can be chalked up to the unremitting exploitation efforts of Exploitation and Publicity Manager Reg Felton.

This enterprising Paramounter's campaign is before us in detail and we cannot help but express our admiration for it. No bet was overlooked in the effort to make this picture, with its American sentiment but its overwhelming entertainment appeal, thoroughly palatable to the filmgoers of New Zealand.

A barrage-like publicity campaign started the effort. This attracted to the endeavor a number of publicity-minded folks, among whom were former employees of Wells Fargo now domiciled in New Zealand. Also some philatelists possessing those rather rare Wells Fargo pony express stamps. In Auckland, Manager Yorke Gray of the Embassy Theatre mailed a series of personal invitations to a screening. In the invitation occurred this paragraph: "We in New Zealand, a country that is comparatively young, have much in common with the pioneers we see in WELL'S FARGO, for are we not still pioneers, building our country, blazing our way into the magical future?"

Then followed a comprehensive newspaper advertising campaign, climaxed by a specially timed radio broadcast.

There were many other details to the campaign which cannot be set forth here solely because we lack the space.

de kommande storfilmerna, vi också kunna säga att våra andra filmer fortfarande ha stor succé i alla delar av världen. Det är verklig goda underättelser att höra att "Bluebeard's Eighth Wife" och "The Buccaneer" är så omtykta i dag i nästan alla land. Detta häfte har en del bildmaterial som bevis därför, och vi kan också meddela att "Bluebeard" bryter alla rekord i Australien; att "The Buccaneer" är nästan lika omtyckt som "Bengal Lancer" i Nya Zealand; och att både dessa filmer är sehlager i både Indien och Sydamerika — och dylikt. Med andra ord, de föregående filma ha börjat loppet för Paramount, de kommande storfilmerna tvivelutan komma att bärta vårt bolag fram till första ledet framför de andra bolagen.

Första augusti hoppas vi ha alla nyheterna färdiga för exploitation-tävlan, hållen för Paramount on Parade Around the World.

Tito Guizar blir mycket uppmärksammat denna månad. Först tack vare galapremiären i Mexieo City den 24 juni av hans "Tropic Holiday," som på samma gång var världspremiären för denna film; och sedan är det också hans egen Cobian film, "Mis Dos Amores," som allaredan är färdig och som kommer att bli utsläppt i marknaden i de närmaste dagarna. Tito är på god väg att bli en stor Paramountstjärna, vilket gör oss mycket lyckliga, då den unga sångaren och skådespelaren har både den charm och personlighet, som världen så väl behöver att ge den skratt och sång.



STIRRING BUENOS AIRES EXPLOITATION FOR "WELLS FARGO"

We present above but three aspects of a really inspiring campaign of exploitation put across in the Argentine capital by Publicity Director Guillermo Fox in behalf of "Wells Fargo." Highspot of the campaign, and the feature which attracted widespread newspaper attention (as reams of clippings testify), was a parade through the main streets which truly exemplified the Spanish title of the picture. This title translates as "A Nation on the March" and the parade depicted transportation all the way from the mailcoach days, through the era of early automobiles right up to the modern 1938

car. This parade had particular significance in that the history of transportation in Argentina closely paralleled that of the United States. In reporting the exploitation campaign Managing Director John B. Nathan announced that the great newspaper and population attention given the parade contributed materially to the success of the film at the Gran Teatro Opera in Buenos Aires, and naturally, since the publicity spread throughout the republic, benefitted the seasons of the picture in all other places throughout the land.

(Continued from Page 8)
così da giustificare la distribuzione mondiale.

Aseriviamo a nostra soddisfazione di indicare, mentre parliamo dei prossimi grandi films, che alcuni dei nostri più importanti, di recente produzione, continueranno ad avere gran successo in molte parti del mondo. E' per noi davvero una bella notizia il sapere che "L'ottava moglie di Babablu" ed "Il Pirata" ("The Buccaneer") sono i grandi vittoriosi della giornata, praticamente in ogni Paese. Questo numero ha un gran quantità di fotografiche evidenze a tal proposito e a questa notizia possiamo aggiungere che "Babablu" ha battuto ogni record in Australia, che "Il Pirata" è vicino, come asso, al record del "Laneiere del Bengala" nella nuova Zelanda, e che, entrambi i detti films, trionfano in India e nel Sud America e così via via. In altre parole i recenti grandi films hanno dato alla Paramount il uso slaneo ed i futuri non meno grandi ci porteranno così innanzi in testa che la più vicina organizzazione sarà molto indietro di noi.

Con il primo di agosto speriamo di aver notizie a riguardo della gara di sfruttamento preparata por conto della Paramount nella Marcia di Parata intorno al mondo.

Tito Guizar richiama su di sé in questo mese, molta attenzione. Vi è la spettacolare première di "Festa Tropicale" che ha avuto luogo in città del Messico il 2 giugno, che è stata première mondiale del film, e vi è anche la sua produzione "I miei due amori" che è in azione e che sarà pronta, nella sua definitiva edizione, in un assai prossimo futuro. Tito sta rapidamente diventando un'attrazione della Paramount e noi ne siamo assai lieti, perché il giovane cantante ed attore ha molta simpatia e molto carattere per un mondo che tanto bisogna di canti e di giocondità.

(Continued from Page 10)

Worte von den grossen Erfolgen beider Filme reden. In Australien ist es "Bluebeard's Eighth Wife," der alle Kassenrekorde ins Purzel gebracht hat, während sich "The Buccaneer" in Neu-Seeland schon beinahe mit "Bengali" messen kann. Unsere



PLUGGING THE EXPLOITATION CONTEST IN AUSTRALIA

Pictured here is the ad. sales department in Sydney, with Donald Hunter, son of Managing Director Harry Hunter, officiating as ad. salesman. In addition to this glimpse of punchful exploitation in behalf of the Paramount on Parade Around the World exploitation contest, we have received from Advertising Publicity Director Hermann E. Flynn a number of other scenes showing the manner in which the contest was plugged in other parts of the Sydney head office. These views showed banner above the office directory, special one-sheet posters disposed around the building, and even special stair strips affixed to every stair in the place.

unlängst im Verleih erschienenen Filme sind mit anderen Worten, Bahnbrecher für die in absehbarer Zeit im Paramount Verleih herauskommenden Filme, welche Paramount zum unanfechtbaren Führer in der Filmindustrie stempeln werden.

Wir hoffen, dass wir Anfang August allerspätestens alle Einzelheiten über den Exploitationswettbewerb im Zusammenhang mit "Paramount's Parade Rund Um die Welt" veröffentlichen können.

In diesem Monat ist es Tito Guizar, der alle Aufmerksamkeit auf sich lenkt. Die Premiere von "Tropic Holiday" findet am 24. Juni in Mexico City statt und ist die eigentliche Weltpremiere des Filmes. Ein glänzendes Publikum wird erwartet. Sein eigener Film "Mis Dos Amores" ist vollständig verfilmt und wird in

wenigen Woehen im Verleih erscheinen. Tito entwickelt sich immer mehr zu einem Paramount Fund, dem eine grosse Zukunft bevorsteht. Und warum auch nicht? Er ist so ein warmer, lebensbejahender und charmanter Künstler und Mensch, von denen wir in einer Welt, die auf dem besten Wege ist, das Lachen immer mehr zu verlernen, gar nicht genug bekommen können.

This is the highly decorative wooden cover of the special souvenir book prepared by Manager Rodolfo Paladini in commemoration of the visit of Mr. Hicks to Rio de Janeiro. The book itself has since arrived in New York from Brazil and is one of the treasured possessions of the Foreign Legion Leader.

STIRRING SAMPLES FROM PARAMOUNT PRESS

(Continued from Page 8)
eyes came out the last day of the Drive, and of course another page of our publication informs you how Italy came out in the contest. Over and above that fact, we want most particularly to congratulate the editorial staff of "Trionfo della Paramount Italiana in Parata" (title changed for this issue) on the magnificent centre spread on forthcoming production. There's no doubt at all about the high value placed on product knowledge by Mr. Aboaf's Division.

Poland's "Doradca Filmowy" remains another staunch advocate of knowledge concerning Paramount product. The June 1st issue is before us as a powerful plug for Dorothy Lamour's pictures, a whole page being given over to listing films in which the saronged star will be seen during the current year. And there is also a page devoted to the magnificent exploitation efforts on "Bluebeard's Eighth Wife" which we have detailed elsewhere.

London's "Paramount Service" on May 28, excellent as usual, has two dominant features in this particular issue. One is a plug for Beatrice Lillie's performance in "Dr. Rhythm," the other a very apt advertisement for the continued success in England of "Bluebeard's Eighth Wife."

From London has come a very compelling brochure which is in a sense explained by its cover-line—"Dr. Rhythm's" PRESScriptions. Inside the folder is a double row of medicine bottles, each one labelled with the highspot comment of a preeminent movie critic. Spread across the bottles is the slogan—"Just what the box-office ordered!" The whole piece of work smacks of very smart showmanship.

As forecast, another issue of Australia-New Zealand's "Paramount Punch on Parade" has reached us before press time. This one, dated May 20, deals effectively with the closing weeks of the international contest. It also lays heavy stress on the importance of Olympe Bradua as Paramount's newest star. Among news items is one chronicling the promotion of Harold Pike from the Home Office publicity staff in Sydney to be publicity officer attached to the Capitol Theatre in Melbourne, where he will work in co-operation with Manager George Hastie.



Paramount INTERNATIONAL NEWS

AUGUST 1938



VOL. 5 NO. 8

YOU'RE
STANDING ON
TOP OF THE WORLD,
MR. GLOBE!



Know Your Product and Know Your Strength

For the very best reason in the world we have dedicated this issue of Paramount International News to the Paramount product; that reason being the fact that by every available practical standard the product we have within our grasp is the best in the world. Actually the most logical thing for us to do would be to allow merely pictures to be published and to allow these to speak for themselves. However, it has long been one of our newspaper axioms, borrowed with the most profound credit from the always sagacious Chinese, that one picture is worth ten thousand words; therefore we are merely politely proving this axiom by editorializing here and elsewhere.

In rebuttal, however, we take issue with the Chinese by offering a counter proposition that whereas one good picture can be worth ten thousand words, three good words like "Know Your Product" can be worth ten thousand pictures. Paramouneteers long gifted with the ability to mix thinking with action have known, ever since our priceless and provocative admonition was first conceived, that the phrase "Know Your Product" has long been synonymous with Paramount progress. Since the earliest days following our Company's dawn we have never merely accepted our Company's product. We have instead adopted and faithfully followed the practice of taking each picture for what it has been worth, appraising it as a piece of merchandise from which we were duty bound to extract enough in the way of returns in order to have the investment return a profit, and of going to work on it on that basis. That was the whole stock and substance of our understanding of Knowing One's Product.

The dedicating of this issue of Paramount International News to product is not in any whit a departure from this policy. Every issue seeks to give you an insight into current and forthcoming product and we know that you soak up every item of information that you can in this connection. The issue before you is chiefly in the nature of a series of jubilant hand springs because, for reasons that were somewhat under our control, we are faced with an embarrassment of product riches. It is accordingly our desire to bring this fact home to you all with the healthy impact of a clip on the nose: we are obsessed with the desire of pointing out to you that what has been figuratively called "an embarrassment of riches" represents actually the most potent array of product ever simultaneously placed before us in the entire history of our generally colorful existence.

Picturewise and starwise this array is magnificent. The succeeding pages will tell their own stories eloquently, compellingly, irresistibly. If you do not succumb to the enthusiasm which these pages, by design and intent, generate within that frame of yours, then indeed have your corpuscles turned to jellybeans.

It is not without doubt that you have heard that there are many fine pictures being made within the industry these days. Undoubtedly you have, and perchance your corpuscles have already jellybeaned. Our

sole retort to this is in the nature of a Shame-on-you! for your action will have shown that you have not fully studied the situation sufficiently to know that while the industry has gained, and is gaining many new great pictures this year, the majority of them are coming from Paramount.

If you will know and accept this fact you will know your product. And in knowing your product you will know the strength of Paramount which, after all, is *your strength*.

Read on, now, and don't tell us we didn't warn you of the wealth of Paramount product you are about to inherit.

Personalities



The Passing of a Paramount Soldier'

It is with the most profound regret that we report the death of Sr. J. Vidal Gomis, a great Paramouneteer who took over a tremendous job at a time of great stress and carried it until he could carry it no longer. Death came to this fine servant of our Company on Saturday, July 16th, in the American Hospital in Paris, whither he had gone from Barcelona when his illness became overpoweringly great.

It is a duty of which we are deeply proud to regard the memory of Sr. Vidal Gomis in the light of a symbol of those scores of other Spanish Paramouneteers who are bravely carrying on their duties under a grueling burden of mental and physical stress. He led these Paramouneteers in the continued performance of their tasks, and so inspiring was his leadership that, even though death has taken him from the ranks, his inspiring guidance will go on through the ages.

We mourn with those he left behind, their sorrow lightened only by the knowledge that he had been a fine man, a true leader, a noble servant, faithful unto the end.

Note particularly as you turn the following pages that not only are great pictures depicted thereon, but that these great pictures are peopled by personalities of international renown. You will note that not only is "If I Were King" a great spectacle, produced by a dominant director, but that it has Ronald Colman for star and a great array of stellar personalities in support. Note the same about "Men With Wings" and "Spawn of the North." It is the same all the way through Paramount's forthcoming line-up.

Take the case of some of the pictures not illustrated in this issue. "St. Louis Blues," for one. Note that its cast is headed by Dorothy Lamour, George Raft and Tito Guizar, and that many famous players will be in the other roles. Note that "Say It In French" will have Olympe Bradna and Ray Milland co-starred. Remember, also, that Paramount will make a Latin American drama with George Raft and Akim Tamiroff, tentatively titled "The World's Applause." Shortly will come the announcement from Cecil B. deMille regarding the cast for his "Union Pacific," and a private note from him indicates that the array of players for this one will be the 'tops' in all deMille casts.

Note also that Paramount is creating new teams. Fred MacMurray and Dorothy Lamour is one. Martha Raye and Bob Hope is another. Olympe Bradna and Ray Milland is expected to be another following their work in the picture previously mentioned.

Paramount not only has the product: it has the personalities as well.

COLMAN'S SPECTACULAR TRIUMPH

DIRECTOR. Frank Lloyd's directorial ability is reckoned as a real box-office asset throughout the world today. His "Cavalcade," "Mutiny on the Bounty," "Under Two Flags" and "Wells Fargo," to mention but a few, have rung the bell at tens of thousands of the world's box offices. He claims—and all the evidence to hand supports the contention—that "If I Were King" is his best accomplishment to date.

CAST. For as long as only *you* can remember you have whistled and tooted for a picture with Ronald Colman. Here it is! And *what* a picture! It has everything that you—(but wait, that's for another paragraph). At all events it has Ronald Colman. And it has Frances Dee in the most beautiful role of her career. It has sinister Basil Rathbone in a kingly role that will win one of the year's awards. It has C. V. France, beauteous Ellen Drew, Henry Wilcoxon, Colin Tapley and a host of other sterling performers.

APPEAL. The records have long told us that what the screens and screen fans of this world want—and must have if the screen is to continue to function—is a succession of motion pictures in which the players move ten times as often as they talk. That's what this picture has; and it has it on a tremendous scale—an epic scale—a scale to make you want to stand up and say to all the world—*Here is a real motion picture!*

SELLABLE POINTS. It's like selling sardines to Scandinavia trying to tell you what there is in a picture of this type for you to sell. After all, the passing months have been packed with news about the film's towering cast of players, its sheer, breathless romance; its thrill piled on thrill, as well as the fact that it is a picturization of one of the nine most romantic episodes in all history. When you have all of these factors blended into the type of spectacular motion picture (that term is used in the purest essence of its meaning) that Paramount, and Paramount alone, can make, then—to use the words of the classics—you've really got something.

SALENT ITEM. More than a decade ago Ronald Colman made the initials "B.G." eternally famous: this year he turns the same trick for "F.V."

PRODUCTION SNAPSHOTS

The title of Olympe Bradna's next Paramount picture, previously announced as "Soubrette," has been finally set at "Say It In French." Ray Milland is leading man, and in the cast will be Irene Hervey, Janet Beecher and Evelyn Keyes....Eva Novak, star of the silent days, has one of the

(Continued on next page)



MIGHTY, MEATY MELODRAMA

THRILLING ACTION PICTURE PRODUCED BY THE MAKER OF "LIVES OF A BENGAL LANCER," "SOULS AT SEA" AND MANY OTHERS.

INGREDIENTS. Chief of these was a desire to tell a romantic story in terms of action and melodrama against the biggest canvas available. Henry Hathaway is dedicated to action in his every film endeavor, and this powerful story of romance, hate and compassion against the background of Alaska was perfect for his technique. Climatic conditions aided the undertaking; Paramount expressed complete faith in his plans giving him the well-nigh perfect cast.

THE CAST. We allow to speak for itself the cast aggregation which is headed by such names as George Raft, Henry Fonda, Dorothy Lamour, Akim Tamiroff, John Barrymore, Louise Platt and Lynne Overman. And not forgetting "Slicker," a trained seal who is destined to write history for himself.

HIGHSPOTS. Spectacular running fights at sea between honest fishermen and alien fish pirates. The actual crashing of towering Alaskan glaciers. The bond of sympathy and understanding between the characters played by George Raft and Henry Fonda, a bond akin to that between the brothers in "Beau Geste." The solemnly beautiful religious service of the fishermen. An array of colorful Indian tribal customs. The thrilling rescue of George Raft by "Slicker" the Seal. The duel to the death between the harpoon crews.

POTENTIALITIES. We believe in all sincerity that "Spawn of the North" is the greatest action melodrama of the day. Its cast, its locale, its down-to-earth movieness all unite to make it screen perfection for the audiences of the world.

FLASH NOTE. For those who have believed Dorothy Lamour to be sarong-bound, we quote with a full measure of pride the following official memorandum from Studio Representative Luigi Luraschi: "Everyone turns in an excellent performance, but you will be particularly and pleasantly surprised by Dorothy Lamour. She really displays a dramatic ability that one never suspected. I understand that it is the way she has changed the pitch of her voice, but whatever it is it's so good that she has you gulping even before she reaches the climax of her scenes."

PRODUCTION SNAPSHOTS

(Continued from previous page)

leads in the Hopalong Cassidy film, "Silver Trail Patrol." . . . Andrew Stone is making exteriors for "Say It In French" in New York. . . . Lynne Overman and Vladimir Sokoloff have been added to the cast of "Escape from Yesterday," which already has Akim Tamiroff, Frances Farmer



SCREEN'S SUPREME AIR FILM

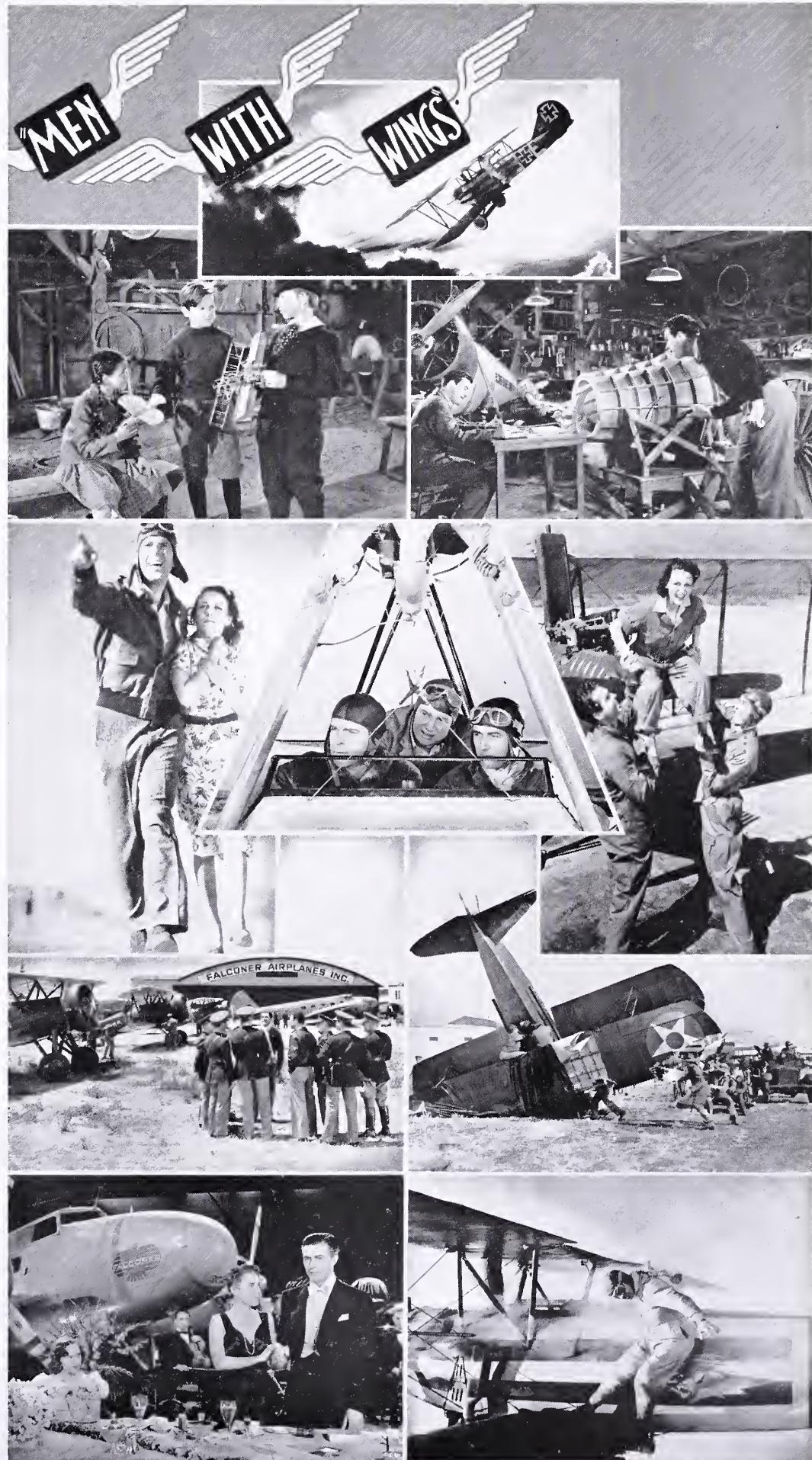
STATUS. Paramount, having given the world "Wings," pre-eminent of all aviation films, naturally has an honor to uphold. "Men With Wings" is the materialization of this honor.

COLOR. Before taking a single extra step, or crossing another 't', let us emphasize here the fact that "Men With Wings," throughout its entire magnificent length, has been filmed in the most breath-halting Technicolor that eyes have ever looked upon. In fact the color in this film is terrifyingly beautiful—clouds, crowds, crashes, drama and spectacle—all have been captured by the Technicolor camera. The picture is not only a crowning accomplishment for Paramount, it is the climax to all of Technicolor's inspired planning over so many years.

CAST. As in the original "Wings," so in this 1938 saga of flying there is a glorious triangle of tangled emotions—Fred MacMurray, Louise Campbell and Ray Milland. With this drama as a background, the film proceeds to paint a canvas as big as both the hemispheres. And the three personalities mentioned are far from being the only ones of importance in the picture. Virginia Weidler, Lynne Overman, Porter Hall, Andy Devine are but a few of the others.

DIRECTOR. William Wellman made "Wings." William Wellman has inspiringly created "Men With Wings." In the interim between these two pictures this dynamic director has megaphoned a bunch of other winners, all of which have tended to bring forth "Men With Wings" as his culminating accomplishment.

PUNCH. "Men With Wings" is the story of aviation: of the climaxes in flying since man first found that a heavier-than-air machine would lift him from the ground and propel him through space. It is international in theme—as international as flying itself—and it pulses with action from start to finish. The story of aviation is one to be told in action, not words. "Men With Wings" does just that.



PRODUCTION SNAPSHOT

(Continued from previous page)

and Leif Erikson. . . . To clear up any last lingering doubts, the title of the picture is "Sing, You Sinners." It is Wesley Ruggles' very fine comedy drama starring Bing Crosby, Fred MacMurray and Donald O'Connor. . . . Grant Withers is back in pictures, having been given a role in "Touchdown, Army," which features John

THRILLS AND GAY COMEDY

THE THRILLS ARE FROM "THE TEXANS," which picture started as a grand scale Western and ended up as the biggest plainsman thriller since Mr. Cecil B. deMille's openair opus. Paramount took Director James Hogan fresh from his accomplishments with "Ebb Tide" and bade him translate to the screen the story of one of the most epic animal treks in all history. They told him he could have more cattle, more covered wagons, more Indians and more cowboys than any other director had ever requisitioned. They told him they were casting Randolph Scott, Joan Bennett, May Robson, Charles Barrat, Walter Brennan and Robert Cummings in the picture, and that this appeared to be a swell cargo of thespian talent. They gave him the where-withal to fire thousands of acres of prairie, checked with the weather bureau so that he'd be sure that the rivers he wanted in flood would actually be flooded at the appointed time, and guaranteed him all the snowstorms that the action of the script called for. The starting gun was fired, the picture went into work, Paramount organization and efficiency triumphed—and out of it all has come "The Texans."

THE GAY COMEDY IS FROM "ARTISTS AND MODELS ABROAD," which is de-luxe fun produced in the best Arthur Hornblow, Jr. tradition. Located in the Paris Exposition, and peopled with plenty of pulchritude (plus Jack Benny as star), the picture is made for the eye, the ear and everything else that reacts to charm—plenty of charm. The picture marks Joan Bennett's second appearance on this page, which shows that the young lady really gets around. But the picture does not depend solely on these two B's (Benny and Bennett). There's another B, and an important one, in the person of Mary Boland. The picture, however, is not all comedy, for in many of the sequences Jack Benny steps down in favor of the most spectacular parade of beauty, charm, pulchritude and dress creations by 12 of the world's foremost designers. It is our contention that the Bubble Bath sequence, wherein more beautiful women than you could count on your fingers and toes (whatever they might be doing there is *your business*), pass down one side of the picture, enter a bubble bath, emerging on the other side in dress creations that'll put sparkle in women's eyes and wrinkles in men's pocketbooks.

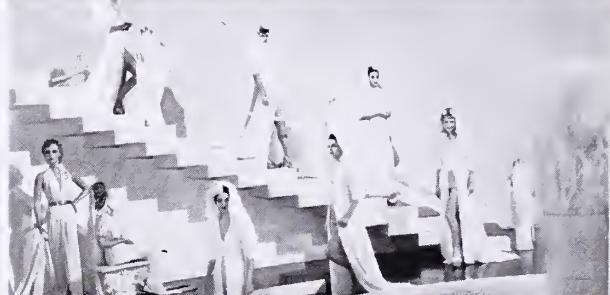
PRODUCTION SNAPSHOTS

(Continued from previous page)

Howard, Mary Carlisle, Robert Cummings and Benny Baker.....As we have told you in almost every conceivable fashion, it's a picture to make a HullabOOLOO about.....The tenth anniversary of Paramount's entrance into sound pictures was observed recently by Robert Florey, who is making "King of Alcatraz." It was Florey who directed Paramount's first sound picture, a two-reeler entitled "The Pusher-in-the-Face," which starred Estelle



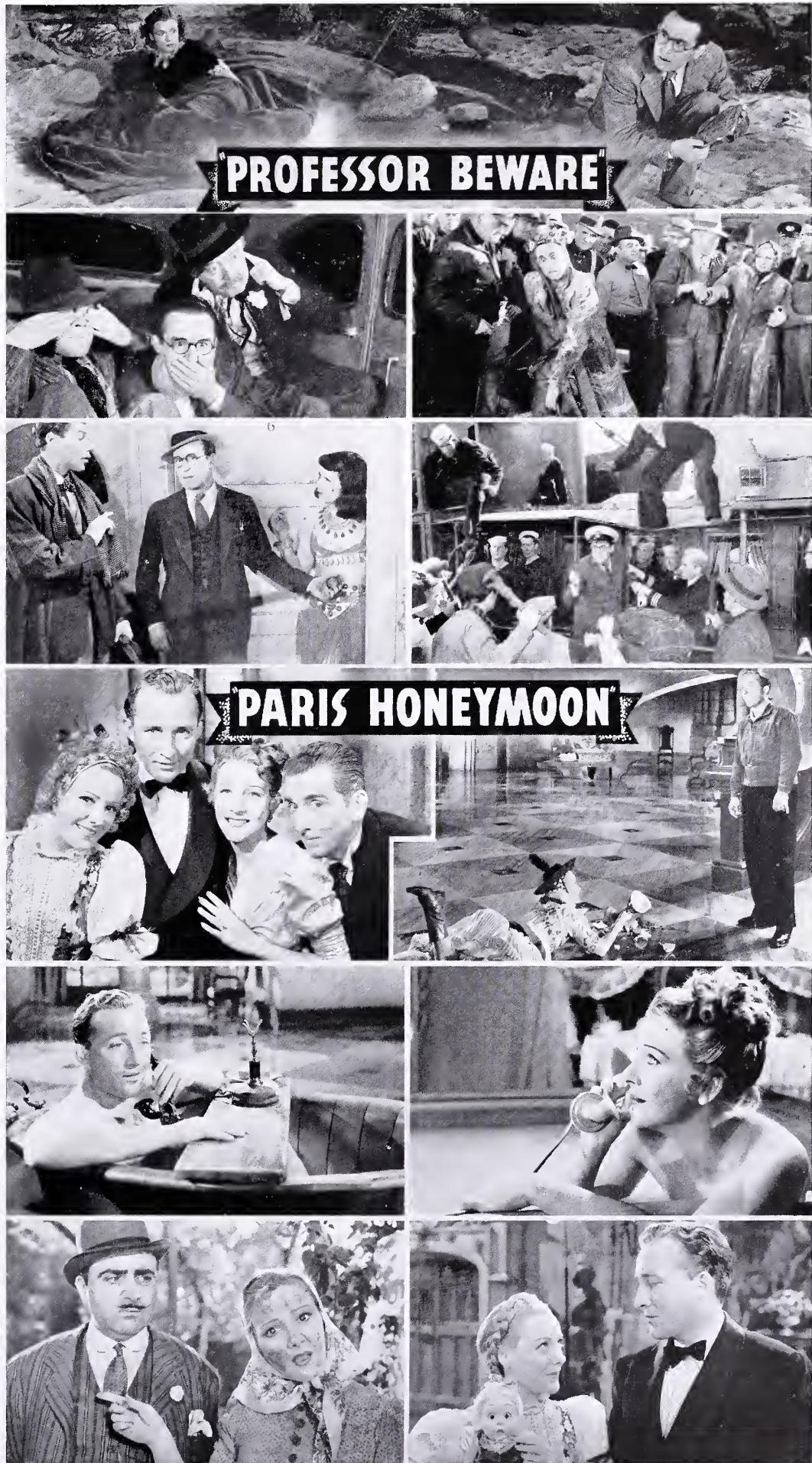
"ARTISTS AND MODELS ABROAD"



FUN FOR THE WORLD'S SCREENS

LLOYD. Once every two years the old spinning globe that we know as the world takes down its hair and has a grand and glorious laugh. The reason for this is Harold Lloyd. Right now the old chuckles are shaking the globe again, and the reason is "Professor Beware." . . . Harold has packed plenty of action into this one. The old whispers poured in on him that what the world wanted was stacks and stacks of action, and not quite so much talking. Harold listened with that characteristic gesture of his, and proceeded to give the world exactly what it asked for. . . . You'll see in this one the maddest chase the screen has reflected in a very long while, the spirited battle for a girl's hand, crazy antics aboard a roaring freight train, all interlarded with individual chuckle-raisers by the score. . . . And interpreted by a right royal cast including Lionel Stander, Raymund Walburn, Phyllis Welch and many others. . . . Harold is giving you the sort of film you've long wanted, and are you going to be glad!

CROSBY-GAAL. "Paris Honeymoon" is deliciously Continental, and all charm. Not only does it star Bing Crosby in what is probably the most ingratiating role of his entire film career, but it introduces Francisca Gaal to the whole wide world in the very type of role which made her so famous on the Continent. And she sings! Yes, Miss Gaal sings in this picture, not as a rival to the redoubtable Bing, but to complement him. . . . "Paris Honeymoon" is a comedy—not merely a polite comedy, but rowdy and uproarious in most spots. You see, Miss Gaal is first and foremost a singing comedienne (this is for the rest of the world's information, Europe, you already know it), and she has a rather delicious sense of farce. This time she and the irrepressible Mr. Crosby are aided and abetted by Shirley Ross, Edward Everett Horton and Akim Tamiroff. The Tamiroff of this picture is not the frightening ogre of his gangster pictures, not the menace of the melodramas, but a buffoon, a character who'll hand you laughs aplenty. . . . And the picture itself will not only give you plenty to laugh at, but it will shower you with charm, fascinate you with the beauty of its settings, entrance you with its multiple melodies. . . . In other words, it's a pretty swell movie.



PRODUCTION SNAPSHTOS

(Continued from previous page)

Taylor and Georgie Stone. . . . George Raft and Akim Tamiroff are to be co-starred in a picture entitled "The World's Applause," previously known as "Caviare For His Excellency." It is a stirring drama with a Latin American setting. . . . Tim Holt, son of Jack Holt, has one of the chief roles in "Sons of the Legion," recently completed at the Paramount studio. . . . When Claudette Colbert completed her first day's shooting on "Zaza" she found in her dressing room a bouquet with the following inscription: "Good Luck to you and 'Zaza'." It was signed "Isa". . . .

"ZAZA" GREAT; "SINNERS" DITTO

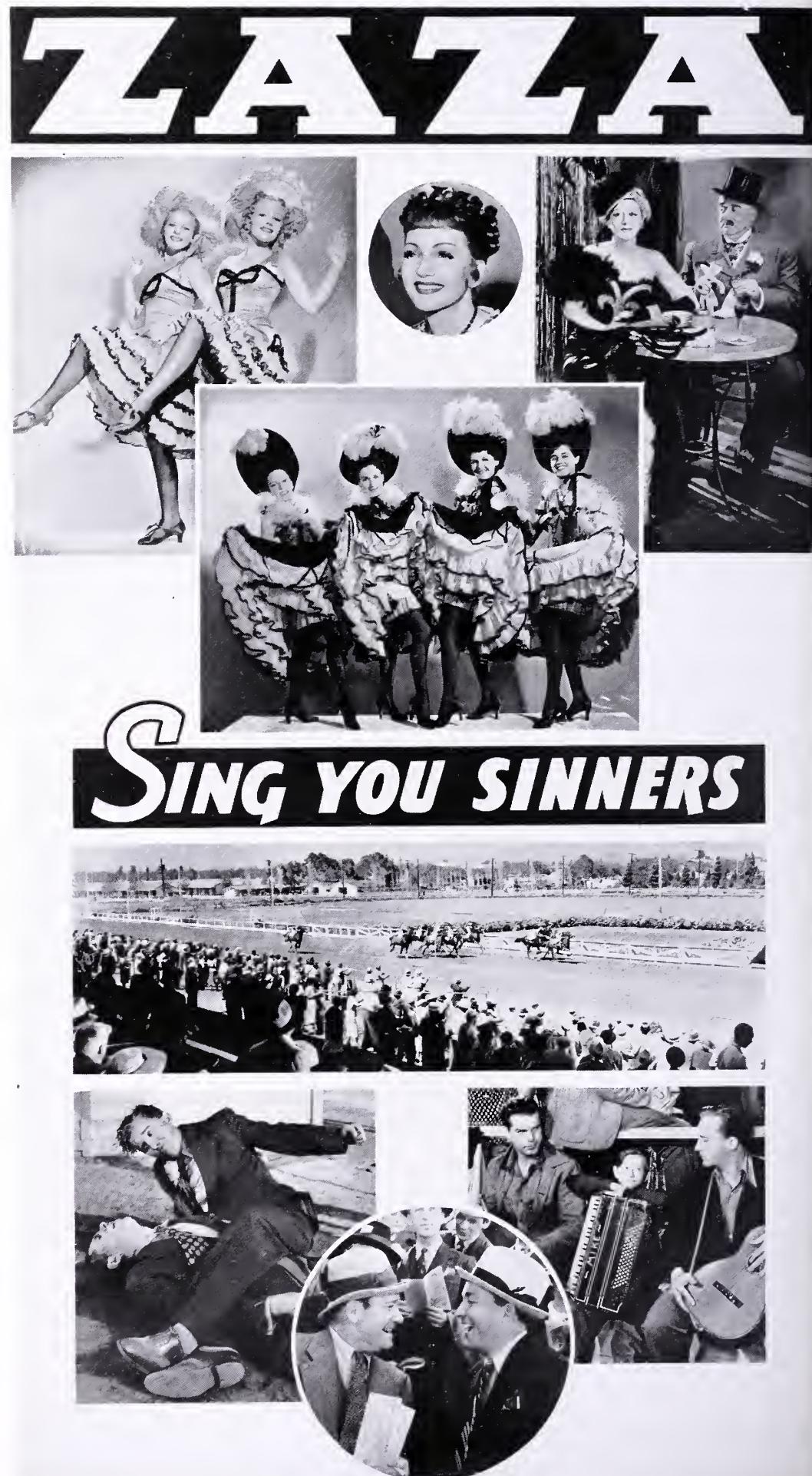
COLBERT. "Zaza" starring Claudette Colbert has been in work just a few weeks as we go to press with this issue of your 'tipster' sheet, and it is our sincere tip to you that Miss Claudette (who can-can in this picture as you've never seen it done before) is delivering quite easily the best performance of her long and distinguished film career.... "Zaza" is based on a world-renowned role. Wherever the drama is performed the people know "Zaza." Even in Cuba, Mr. Pratchett informs us, where the cigar-makers pay a reader to entertain them while they work, the favorite play throughout all the factories is "Zaza".... And who, moreso than French-born Claudette Colbert, is more ideal for the purpose of bringing this role to life on the screen?.... In this task she has superb aid from Herbert Marshall as leading man, and from Genevieve Tobin, Constance Collier, Ernest Cossart, Bert Lahr and Helen Westley. All under the superb direction of George Cukor, and under the production guidance of Producer Albert Lewin.

HOMESPUN. There are few directors in the business who are as surefire as Wesley Ruggles. This understander of human emotions has been making pictures for a very long while now and certainly knows what the picturegoers of the world want. That's why we are sure that "Sing, You Sinners" is bound to meet with your unqualified approval—it is human through and through. This picture has no stars, yet it is completely all-star. Bing Crosby was never more ingratiating, the same being true of Fred MacMurray. The two newcomers—Ellen Drew and Donald O'Connor—show magnificent promise and are sure to be remembered. (Miss Drew, by the way, has the second female lead in "If I Were King"), and the remainder of the cast are truly fine. The picture has the most exciting horse race ever filmed, one of the finest fights, and a great deal of the most logically interpolated music that any picture ever had. All of this is strung together with a human quality which, for want of a better term, we have called homespun. If you don't think "Sing, You Sinners" is a pretty swell picture, we're rather sorry for you.

PRODUCTION SNAPSHOTS

(Continued from previous page)

Paramount expects to announce the title of Isa Miranda's next assignment in the very near future.... Maria Doray, Hungarian actress previously known as Bosy Roth, has completed her role in "Artists and Models Abroad" and has left the studio for a Broadway stage engagement.... Edward Everett Horton, having completed work with Bing Crosby and Franciska Gaal in "Paris Honeymoon," is himself off to Paris—this time on vacation.... Following his work in "King of Alcatraz," J. Carrol Naish will appear shortly in "Illegal Traffic."....



HERE ARE MORE UNFORGETTABLES!



Nineteen Thirty-Eight's big pictures are not all in the immediate future: there have been plenty of towering successes already. Not the least of these was Ernst Lubitsch's **BLUEBEARD'S EIGHTH WIFE**, concerning which we have had some grand news published in these columns. Starring Claudette Colbert and Gary Cooper, it is still one of the winners of this and a lot of other years, and the Foreign Legion is certainly glad that it was made.

Another one of our towering successes of early 1938 was Cecil B. deMille's **THE BUCCANEER**, which continues to carve a splendid swathe of accomplishment around this merry old world. Cables have bespoken the records it has smashed, and the tinkling tunes of tens of thousands of box-offices have served to throw an equal number of exhibitors of all nationalities into that ecstasy which comes only with the advent of worthwhile motion pictures.

SURPRISE THRILLER

One of the pleasantest surprises we have had in a long while came to us labelled "BULLDOG DRUMMOND IN AFRICA," newest of the Drummond series. We don't propose to laud it beyond that point, but we do urge that you approach it in the frame of mind that it is a Drummond picture far above the average. Especially where the lion sequence is concerned.

PARAMOUNT'S 1938-39 LINE-UP OF SHORT FEATURES

Fitting and proper in this issue devoted to production matters is a summary of the short features which will be made for the new season. These are as follows:

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"IN OLD MEXICO"

Make no mistake about it, "In Old Mexico" is easily the finest of the Hopalong Cassidy series. And is it going to particularly tickle the hearts of the Paramounts in the Latin-American divisions.



About to descend on the screens of the world is one of the most unusual jungle thrillers ever made. It is called **BOOLOO**, which means "White Tiger," and was actually filmed in Malaya. The story deals with the most savage tiger in the whole world, of the native maidens sacrificed to the beast, and of how a courageous Englishman ended the sacrifices and captured the animal. In all essentials it is one of the most exciting motion pictures ever made.

FLASHES ABOUT THE PRODUCT

Harold Lloyd's "Professor Beware" scored two splendid weeks of business at the Paramount Theatre in New York City. A summary of the critical reviews was mailed to all offices.

Martha Raye and Bob Hope, who appear to have hit a new comedy combination in "Give Me A Sailor," will next be seen in "Never Say Die." We think it important to point out here that Martha is a new Raye—nicer, quieter, tamer and tenderer. In fact, in "Give Me A Sailor" she is a glamour girl and actually wins a beauty contest.

Sylvia Sidney, at present vacationing in London, will return to New York late this month to start work in the Paramount release at present tentatively titled "One Third of a Nation."

Dorothy Lamour and Fred MacMurray will be co-starred in "Mantrap," which was at one time an unforgettable starring vehicle for Clara Bow.

Mary Boland and Charles Ruggles have been signed for a series of three co-starring comedies. This should be grand news to all of those Legionnaires who have long importuned us to get Miss Boland and Mr. Ruggles together again on the screen.

"GULLIVER'S TRAVELS"

This is by way of being a routine report on the fact that immense progress is being made by the Max Fleischer organization in connection with the production of the feature-length Technicolor cartoon, "Gulliver's Travels." We have read the script, heard the music and seen a great many of the sketches, so we know that the project is definitely and completely under way.

And Just Ask Anyone
in the
Latin-American Territories
about

TROPIC HOLIDAY

!!!!!!

LEGALITE VISITS GUATEMALA OFFICE

Bernard Goodwin, accompanied by Mrs. Goodwin, visited the Guatemala City office of Paramount last month and received a most cordial welcome from Mrs. Tula Andrews, supervisor of the office, and her staff. The Home Office legalite brought back to Vice President John W. Hicks Jr., a most glowing account of Guatemalan film conditions, as well as a happy remembrance of a very colorful country.

In the above scene Mr. Goodman is shown with Mrs. Andrews against a well-known background.



JOINVILLE STUDIO SECTION NEXT MONTH

According to advance promise by Andre Ullmann, newly appointed head of Paramount's Joinville Studio in Paris (which post he has in addition to being head of the Paramount theatres in France and Belgium), there should be news enough from Joinville to give us a section or at least a column dealing with production activities.

We welcome this lifting of our editorial burden with open arms.



DAVID E. ROSE

Presented herewith is the newly appointed head of Paramount's British Production Unit. Mr. Rose has had a long and distinguished career in the motion picture scene and is thoroughly familiar with the English film situation. Since his appointment he has spent several weeks in Hollywood on production conferences, has also been familiarizing himself with the operations of the Foreign Department in New York, and has now sailed for London aboard the *Île de France*.

POWERPLUS PICTURE PERFORMANCES RECORDED BY CABLE, LETTER AND PRINTED ADVERTISEMENT

The pictures completed and released since the turn of the year have been turning in some sterling performances, according to reports which have flooded back to New York.

Take for instance the case of "Bluebeard's Eighth Wife" in Java, where, according to General Manager John A. Groves (who reported by cable) the picture when released at the Luxor Theatre in Soerabaija set a new record for the locality, the figures topping all previous grosses this year.

And the same picture, according to an advertisement sent by General Sales Manager S. Ganguli, has in Calcutta reached the fourth triumphant week at the Regal Theatre.

Then there was the unparalleled achievement of "The Buccaneer" in Chile, where the Cecil B. deMille epic had to be simultaneously released in 4 city houses to take care of the crushing crowds. These houses, according to Managing Director Benito del Villar, were the Real and Santiago at Santiago, and the Real and Valparaiso at Valparaiso.

The "Tropic Holiday" boom, which got under way with the Mexico City world premiere reported last month, gathered terrific impetus with the Havana opening. This is best reported in the following words of the cable from Manager Jasper D. Rapoport: "Tropic' prereleased to year's largest gross. Cuban public acclaim picture as tremendous. Congratulations to studio for giving Latin America a real box-office wonder."

PERSONALITIES

A very welcome visitor to Home Office these days from India is General Manager Charles Ballance. The Indian summers and winters have not served to dull his wit nor in any way diminish his fund of memorable anecdotes. He will probably pay a personal visit to California during his stay in America and may drop in at the studio.

Another visiting filman and worthy Paramounter is reversing the process by popping in at the studio first. He is J. William Piper, manager in Japan, who is visiting Home Office on business accompanied by Mrs. Piper. We are looking forward to his visit also with much pleasure since he will bring us a first hand account of what is happening in the Orient.

Others in the August line of visitors are expected to be Contest Winner Americo Aboaf of Italy and Contest Winner John L. Day Jr. of Brazil. We'll have more to say about them when they actually arrive.

We express hereewith our pleasure at the appointment of Herbert Moulton as studio representative of Advertising, and Publicity Director Robert M. Gillham. Herbert Moulton has been most cooperative where the Foreign Department is concerned—as have all members of the departments of Publicity Manager Terry De Lapp and Advertising Manager Cliff Lewis.

PRATCHETT HURLING BRAVOS IN ANTICIPATION OF "MIS DOS AMORES"

Immediately following the screening of Tito Guizar's new Paramount release, George Weltner radioed the good news to the Paramounters of the Latin American lands. Herc's one reply, thoroughly typical, from the leader of Los Revolucionarios:

TO AVOID DIET INTERRUPTION THE REVOLUCIONARIOS WILL TAKE CARE OF THE DOS AMORES BOX OFFICE RECORDS FROM SOUP TO NUTS AS NO PRICES OR COMMITMENTS HAVE BEEN MADE ON THE MENU FOR THIS ENTERTAINMENT FEAST.

It is the sanguine expectation of everyone concerned that "Mis Dos Amores" will scale new box office records, not only so far as Guizar films are concerned, but so far as all pictures of this type are concerned.

HOUSE ORGANS RECEIVED

Only brief mentions this month, account of lack of space....Holland's "Paramount Koerier" well up to standard, with considerable space devoted to Harold Lloyd; also the world-wide ramifications of Paramount News....June issue of Brazil's "Paramount em Accao" another stunner: particularly for the grand cartoon depicting the finish of the Brazil Contest, with Sao Paulo romping in ahead. Good display also for some very effective local exploitation on behalf of "Wells Fargo"....Poland's "Doradca Filmowy" continues to be strikingly attractive, especially in this month's blue and black. Nice displays for "Professor Beware" and "Stolen Heaven." Also for George Raft in "You and Me" and "Spawn of the North"....Portugal's "Noticiario Paramount" builds as it goes along. June issue has a large scale plug for "Professor Beware" and other compelling announcements for "The Buccaneer" and "Men With Wings" Paramountees abroad certainly know the big pictures that Paramount has!...London's "Paramounts" continues its matchless progress, the June number recording what seems to be a record number of fine pieces of exploitation, as well as a towering array of personal notes....The July 7th issue of Italy's "Paramount" (the original title has of course been resumed) has gone heavily Popeye. But nonetheless there is also a heavy measure of space for "Professor Beware" and "Her Jungle Love." The magazine of course continues to be up to the matchless standard set by Managing Director Aboaf's Division Another resumption of title is that of Australia-New Zealand's "Punch of the Blue Ribbon Bunch." The June 8th issue is in a much smaller format, but the same pep is there. Particularly noteworthy is the amount of individual news on personalities gathered from all of the branches. . . . June issue of India's "Paramount Service" expresses some kind of a moral about a standard of supremacy by being so consistently fine. This issue has, in addition to fine double spreads on "The Buccaneer," "Bluebeard's Eighth Wife" and "Her Jungle Love," a modernised version of the famous Paramount editorial about "Famous Players in Famous Plays"...Another "Paramount Service," from London this time (issue of late June) announces the 2nd Quarter Line-up with a carillon cover, labelling it "A Carillon of Success." Contained in the issue were (a) a fine color page on Mary Carlisle and (b) an attractive double spread on Olympe Bradna...Czechoslovakia has also produced a fine, spiral-wire-bound announcement book, inspired by and prefaced by Division Manager Rudolf Jellinek. It sets forth the new pictures which must have delighted Czech exhibitors.



FRANCE. This is the reverse cover of the French Division's product announcement book which we were so enthusiastic about last month. It certainly is expressive and to the point, which is so delightfully characteristic of so much French advertising and publicity—especially that bearing the Paramount imprint.

ACKNOWLEDGMENT. We have received a fine batch of material from Publicity Manager Jack Plunkett in Paris. It includes an interesting shot of Director Wesley Ruggles at a press reception in the Paramount Theatre. On account of press of production material, all of the items must hold over to next month.

SPARKLING FLASH REVIEW OF "BULLDOG DRUMMOND IN AFRICA"

This is what the July 27th issue of the daily edition of "Box Office" had to say about this finest and fastest of the "Bulldog Drummond" series:

Rip-snortin' melodrama that will have action addicts adither as hero John Howard overcomes insurmountable odds to outwit J. Carroll Naish, as oily a villain as ever invited hisses from the gallery. Ably produced, speedily directed and adequately cast, it is very much O. K. material. Harold Hurley produced. Louis King directed.

NOTIZIE DEL MESE

Questo mese noi diamo le notizie piu' con le fotografie che con la stampa. D'altra parte le notizie si riferiscono alle cinematografie — la piu' grande serie di magnifiche cinematografie che abbiamo mai avuto il piacere di annunciare. Il nostro solo compito in questo mese e' di parlarvi delle nuove e piu' grandi cinematografie della Paramount.

Naturalmente questo significa che molte notizie personali, come pure le notizie dei successi della Paramount, debbono essere rinviate al mese prossimo. Riteniamo pero' di avere le migliori ragioni per fare cio' e sappiamo che voi lo comprendrete.

Parlando di cinematografie, e' nostro piacere comunicarvi che "Attento Professore!" (Professor Beware) di Harold Lloyd ha avuto la rappresentazione inaugurale al Paramount Theatre in New York il 13 Luglio e attrae un pubblico enorme. Ci piace anche comunicarvi che "L'Ottava Moglie di Barbablu" (Bluebeard's Eighth Wife) sta facendo ottimi affari in moltissimi centri del mondo.

La film in spagnuolo "I miei due amori" (Miss Dos Amores) della Paramount, che ha per stella Tito Guizar, e' stata completata in Hollywood ed e' eccezionalmente bella.

"Booloo" (che significa "Tigre Bianca") e "Texans" (cittadini del Texas), due delle cinematografie illustrate in altre pagine, sono state entrambe viste nell' Ufficio Centrale e sono considerate come cinematografie che offrono un trattenimento di eccezionale valore, "Booloo" e' indubbiamente la piu' bella cinematografia di animali prodotta da molti anni.

Non perdete mai di vista il fatto che "Uomini con le Ali" (Men With Wings) e' stata girata tutta in tecnicolor.

NOTICIAS DEL MES

—Este mes nos valemos principalmente de fotografías para dar nuestras noticias. Lo cual, siendo estas cinematográficas, parece muy concorde. Digamos, además, que tales noticias versan, en su mayor parte, sobre el conjunto más estupendo de películas que hayamos tenido el gusto de anunciar hasta la fecha.

—De lo dicho arriba se desprende que las noticias personales, bien así como las referentes a los nuevos esfuerzos efectuados en beneficio de la Paramount, han de quedar aplazadas hasta el próximo mes. Muy legítima es la causa para proceder así, y no duvidamos que todos nuestros lectores lo entiendan como nosotros.

—A propósito de películas: grande es nuestra satisfacción al consignar aquí que la más reciente de Harold Lloyd, "No se duerma, profesor" ("Professor Beware"), estrenada en el Paramount de Nueva York el 13 de julio, está alcanzando éxito excepcionalmente satisfactorio. Así mismo nos complace informar que "La Octava Mujer de Barba Azul" ("Bluebeard's Eighth Wife") triunfa en toda la línea en diversos países.

—Ha quedado terminada en Hollywood "Mis dos amores," película de Tito Guizar, dialogada en castellano, y que será la Paramount la que se encargue de distribuir. Es "Mis dos amores" producción de muy subido mérito.

—"El Tigre Blanco" ("Booloo") y "Los Tejanos" ("The Texans") películas ambas de las cuales publicamos ilustraciones en otro lugar, se han exhibido ya en esta Oficina Central, donde dejaron en todos excelente im-



FIGURE THIS PICTURE OUT
FOR YOURSELF

First and foremost it is an unaccidental study of a beautiful woman. Further impersonal investigation on our part has divulged that her name is Linda Yale (address and telephone number unrevealed). Our studio detectives have further uncovered the fact that she is one of the 57,983 attractions (actually counted) of "Artists and Models Abroad." Following completion of this picture Jack Benny, star of the production, left for a long vacation.

presión. "El Tigre Blanco" no reconoce, a la verdad, rival entre las películas de su género, que es el de aventuras en la selva virgen, realizadas en los últimos años.

—Conveniente será recordar, para que todos lo tengan presente de continuo, que "Hombres con alas" (título provisional de "Men With Wings") es producción cinematografiada totalmente en Technicolor.

NEUIGKEITEN DES MONATS

Wir haben die Aufgabe, Ihnen in diesem Monat sämtliche Nachrichten in Form von Bildern zu bringen. Und warum auch nicht? Drehen sich doch unsere ganzen Interessen nur um Bilder — Bilder am laufenden Band — Paramount Filme, von denen wir Ihnen dieses Mal besonders interessantes zu berichten haben.

Wir sind aus diesem Grunde gezwungen, Ihnen diverse interne Paramount Neuigkeiten vorzuenthalten, aber wir werden das alles hinreichend im kommenden Monat nachholen.

Fangen wir beim Harold Lloyd Film "Professor Beware," der seine Uraufführung am 13. Juli im New Yorker Paramount Theater erlebte, an. Der Film ist einfach grossartig und das versöhnt uns wieder mit Harold Lloyd, hat er uns doch schrecklich lange auf seinen Film warten lassen.

"Bluebeard's Eighth Wife" stellt nach wie vor in allen Teilen der Welt neue Kassenrekorde auf.

Der im Paramount Verleih erscheinende spanische Film "Mis Amos Amores" mit Tito Guizar in der Hauptrolle, ist nunmehr fertiggestellt worden und wir versprechen uns viel von ihm.

"Booloo" (bedeutet "Weisser Tiger") und "The Texans," zwei neue Paramount Filme über die wir Ihnen in einem anderen Teil dieser Ausgabe ausführlich berichten, sind hier in der New Yorker Zentrale gezeigt worden und haben unseren Beifall gefunden. "Booloo" ist ohne Frage der hervorragendste Tierfilm, den wir seit Jahren produziert haben.

Wir möchten bei dieser Gelegenheit daran erinnern, dass "Men With Wings" ein Farbenfilm ist.

HET NIEUWS VAN DE MAAND

Deze maand vertellen wij het nieuws meer in beeld dan in woord en we laten zoo te zeggen het woord over onze prachtige films aan het beeld, vertrouwend dat onze illustraties U een goede kijk zullen geven op het Paramount product.

Hieruit volgt, dat een massa persoonlijk nieuws en berichten aangaande de prestaties van Paramounters moeten blijven liggen tot de volgende maand. Dat wij hier goede redenen voor hebben, vereischt geen nader betoog.

"Professor Beware," Harold Lloyd's nieuwste klucht, begon 13 Juli in het Paramount Theater in New York te draaien en trekt zonder veel publiek. "Bluebeard's Eighth Wife" oogst enorm succes in het buitenland.

De Paramount film in de Spaansche taal "Mis Dos Amores" met Tito Guizar in de hoofdrol, is thans voltooid in Hollywood en een superieure rolprent.

"Booloo" (hetgeen betekent "Witte Tijger") en "The Texans," twee films elders in dit nummer geïllustreerd, worden na vertoening in het Hoofdkantoor, geprezen als films van buitengewone amusements waarde. "Booloo" is ongetwijfeld de mooiste dieren film jaargang vervaardigd.

Vergeet ook niet, dat "Men With Wings" geheel gefilmd is in Technicolor kleuren.



Star Tito Guizar and Leading Lady Blanca de Castejon in a romantic scene from "Mis Dos Amores," newest triumph of the singing star. It is, as you know, a Paramount release.

NOTICIARIO DO MEZ

Este mez nos valaremos principalmente de photographias para formarnos o nosso noticiario mensal, o que, por se tratar de noticias cinematograficas, parece-nos muito natural. Digamos ainda que taes noticias versão, na sua maior parte, sobre o conjunto mais estupendo de filmes que temos tido o gosto de até agora anunciar.

—Por isso, seja dito de começo, as noticias pessoais, que comunmente damos, não de ceder terreno áquelas topicas, sendo porém devidamente tratadas no nosso proximo numero. É, pois, uma razão poderosa, e estamos certos de que os nossos amigos a leitores comprehendêrão o nosso propósito.

—E, por falar nas novas produções, começemos pela mais recentemente aqui estreizada, que é a bonita comedia de Harold Lloyd, "O Professor Pharaó" (Professor Beware), a qual está obtendo franco exito no Cine Paramount, onde se acha em exhibição. É tambem um facto que nos agrada o sabermos que ainda continua o triumpho de "A Oitava Esposa do Barba-Azul," cuja passagem por Nova York, ha alguns meses, foi tambem uma grande vitória, e ganha fama em muitos dos paizes onde já foi estreizada.

—Outra notícia de magna importancia é a que se refere á produçao "Meus Dois Amores," do grande artista mexicano Tito Guizar, que acaba de ser concluída nos nossos estúdios. Toda falada em castelhano, essa produçao será distribuida pela Paramount, como parte do seu programma internacional.

—Entre os novos filmes temos ainda "O Tigre Branco" ("Booloo"), interessante relato de aventuras das selvas da Malacca, e "A Heroína do Texas" ("The Texans"), com Randolph Scott e Joan Bennett, fitas que já se exhibiram na nossa matriz de Nova York e que nos deram optimo impressão. "O Tigre Branco" é mesmo, no seu genero de aventuras romancadas, uma produçao que não tem rival.

—Mais uma vez chamamos a atenção dos interessados para o facto de que a grande produçao "Men with Wings," a que provisoriamente temos chamado "Homens com asas," é toda em cores naturaes e está prestes a receber no estúdio os ultimos retocques.

LES NOUVELLES DU MOIS

Ce mois-ci nous vous donnons les nouvelles plutôt en photographies qu'en texte. Les nouvelles d'ailleurs se rapportent aux images animées — la plus grande collection de films de valeur que nous ayons jamais eu le plaisir d'annoncer. Notre seul mission est donc de vous parler des nouveaux et plus grands films de Paramount.

Naturellement cela signifie que pas mal de nouvelles personnelles, aussi bien que des nouvelles sur ce qui a été accompli pour Paramount, sont remises au mois prochain. Nous croyons cependant avoir les meilleures des raisons pour agir ainsi et nous savons que vous comprendrez cela.

Parlant de films il nous est agréable de rapporter que "Professor Beware" de Harold Lloyd a été présenté au Paramount Theatre à New-York le 13 juillet et fait d'excellentes affaires. Et ce n'est pas sans satisfaction que nous signalons que "Bluebeard's Eighth Wife" fait magnifique recette un peu partout dans le monde entier.

La présentation Paramount en langue espagnole, "Mis Dos Amores" dont Tito Guizar est l'étoile, a été terminée à Hollywood et est un film exceptionnellement bon.

"Booloo" (ce qui signifie "Tigre Blanc") et "The Texans," deux des films illustrés à d'autres pages, ont été déroulés au Bureau Principal et sont considérés comme des films exceptionnellement distrayants. "Booloo" est indubitablement le meilleur des films d'animaux exécutés depuis plusieurs années.

Ne perdez jamais de vue que "Men With Wings" a été filmé entièrement en technicolor.

MANADENS NYHETER

Denna månad delgiva vi de viktigaste nyheterna mera i bildmaterial än i ord. Dessa nyheter aro tillika om filmer—en mängd av de mest enastående filmer, som vi någonsin haft nöjet att annonsera som våra. Det viktigaste vi ha att göra denne månad således är att berätta för eder om de nya och storartade Paramount-filmerna.

Detta menas att naturligtvis en hel del personalnyheter tillika med nyheter om, vad Paramount åstadkommit, måste vänta till nästa månads-häfte. Vi veta dock att vi ha de basta orsaker i världen att göra detta och veta också att ni alla kommer att förstå oss.

På tal om filmer är det vårt out-sägliga nöje att omtala att Harold Lloyd's "Professor Beware" öppnade på Paramountteatern i New York den 13de juli och gör storartade affärer. Vi aro också mycket glada över att



This is a reproduction of the very excellent supplement prepared in Bombay, India, in behalf of Cecil B. deMille's production, "The Buccaneer." Manager Frank Kennebeck and Publicity Manager Lew D'Silva collaborated on the insert, which was issued as part of the newspaper, "The Times of India." Numerous local advertisers took space in the supplement, which was financially successful so far as the publisher was concerned, and successful from the exploitation angle so far as the picture's season was concerned.



STILL ANOTHER POPEYE

Here's another in a long line of international delineators of the famous Sagar character, Popeye the Sailor, which is so graphically given to the picturegoers of the world through the medium of Paramount short features. This one reaches us from Budapest, Hungary.

tained in the names of those personalities printed thereon, that the picture is proving to be one of the record-breakers of all time.

The pages of Brazil's famous house organ, Paramount em Accao, nowadays reflect not only good news about the product and the personalities comprising the Brazilian Division, but also relay news concerning local exploitation items. So important are these items that the pages containing them are printed, whereas the rest of the publication is mimeographed.

"Bluebeard's Eighth Wife" gör så finfina affärer i de flesta storstäderna världen över.

Paramounts spansktalande film, "Mis Dos Amores," som har Tito Guizar som stjärna, är nu färdig i Hollywood och är verkligen en enastående fin film.

"Booloo" (som menas "Vit tiger") och "The Texans," två av de filmer ni se på andra sidor i häftet, ha båda beskådats i huvudkontoret och båda dessa är ansedda som underbara underhållningsfilmer. "Booloo" är tvivelutan den allra bästa djurfilm, som gjorts på de allra senaste åren.

Glöm för all del inte det faktum att "Men With Wings" har upptagits helt och hållet med färgkamera, Technicolor.

EXPLOITATION ITEMS

The ever-popular picture coloring idea was used on "Her Jungle Love" in India by Bombay Manager Frank Kennebeck with very fine results. The tie-up was made with The Times of India, which carried the pictures to be colored and also announced the prizes to be won.

Manager F. C. Henry in Manila threw such handspins in publicizing "Her Jungle Love" throughout the Philippines that he produced a roto-

gravure broadside the like of which this editor has never before seen. So compelling was this piece of publicity, and such magnetism was con-



PARAMOUNT DOMINATES SOKOL EXHIBIT

Recently the annual Sokol congress was held in Prague, Czechoslovakia. Many important Czech organizations arrange colorful displays, but in the film section there was nothing to compare with the magnificent Paramount exhibit illustrated above. This display was viewed by more than 250,000 persons, and inasmuch as all of the forthcoming Paramount pictures to be shown in the territory were listed, Paramount secured an incomparable advertisement.

The four Paramounters keeping Popeye the Sailor company in the picture are: Mr. Stepanek, in charge of the dramatic department; District Manager Rudolf Jellinek, Chief Accountant Hajek and Salesman Ellner.



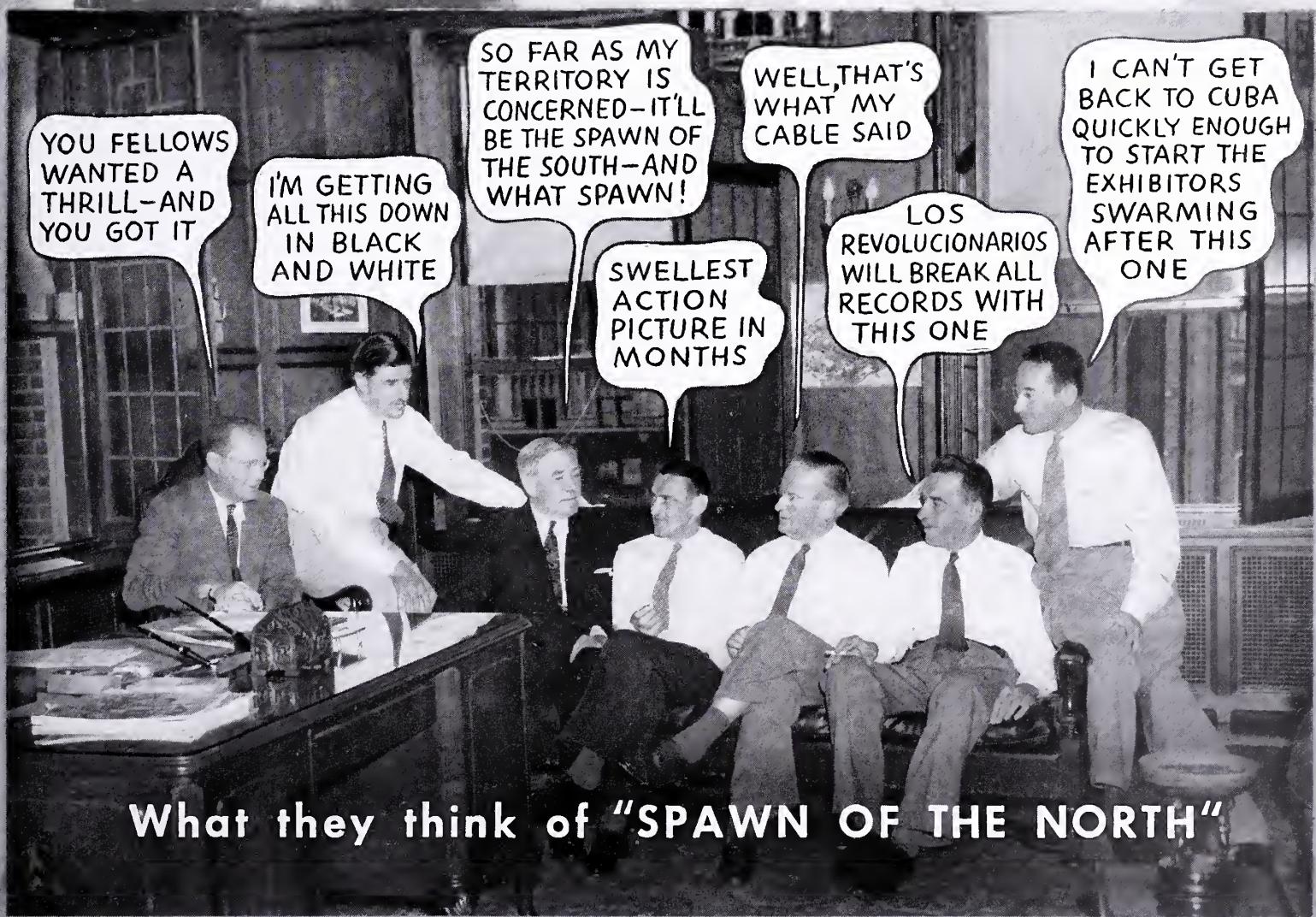
FROM FRANCE.
Director Cecil B. deMille examines with the greatest of interest the chest of exploitation material sent him from the Paramount Theatre, Paris. He also noted that this material was the outcome of a spirited campaign staged under direction of General Manager Andre Ullmann by Theatre Mgr. Rene Lebreton.

Paramount's INTERNATIONAL NEWS

SEPT. 1938



VOL. 5 NO. 9



What they think of "SPAWN OF THE NORTH"

HOT COMMENTS MELT EVEN ICEBERGS!

Editorial Comment of the Month

KNOW YOUR PRODUCT AND KNOW YOUR STRENGTH

This was our slogan on last month's editorial page and no sooner had it seen the light in readers' eyes than along came "Spawn of the North" to tell us how closely we'd hit the mark. "Spawn of the North" is everything we've hoped it would be, and a great deal more besides; it is the most thrill-packed melodrama to come from the Paramount film centre in a great many months, in fact almost since the 'Bengal Lancer' days. One reason for this is set forth in a separate paragraph below; some other reasons are—the same director megaphoned, many long and vital months were spent in the preparation of the production, and above all the studio has hearkened to the cry of the world for action pictures. When you see it you'll know more precisely what we mean by knowing Paramount's strength by knowing its product.

LEWIN

One reason for the power and international appeal of "Spawn of the North" is to be found in the personality of Albert Lewin, Paramount Associate Producer who prepared himself for this exacting post by going abroad for several months in a determined effort to find out precisely what the world wants in its motion picture entertainment. As a result of this international-mindedness he has now given us "Spawn of the North" and is at the present time engaged in giving us "Zaza." Mr. Lewin is above all else dedicated to the task of making world-wide entertainment, and as further evidence of this he proposes, following the completion of "Zaza," to again investigate the world's needs at first hand. We realize that in the interests of accuracy our page devoted to "Spawn of the North" last month did not give Mr. Lewin full credit as the sole Associate Producer of this production and we wish to remedy this unintentional oversight.

"ESCAPE"

It is probably no more than a summer urge of the I-told-you-so spirit in us, but having read the script of "Escape From Yesterday," and knowing the consummate artistry of Akim Tamiroff so well by now, we feel constrained to go on record with the expressed belief that here is going to be one swell picture—great in story, great in artistry, great in general, world-wide appeal.

CONTEST

Distance being what it is around this dizzy old globe of ours and despite the miracles of airplane annihilation of distance—we are only just now getting around to the judgment of the exploitation contest held in conjunction with the Paramount On Parade Around the World festival of last March, April and May. Final selection is still complicated by two entries which will not reach us officially until probably the first week in September, therefore judgment will be made while this issue of Paramount International News is in the press and will be passed on to all offices by mail as soon as possible. Some of the entries are truly magnificent examples of exploitation ingenuity, and such entries will be duly passed on to Motion Picture Herald for submission as Quigley Award entries.

COVER

Our cover's what it is this month because it tells a certain story even more effectively

than could the most glowing telephone call or letter. The picture was made in Mr. Hicks' office right after the Paramounthers from Latin America had seen "Spawn of the North." They were glowing and hurrahing and showing their enthusiasm in every other way possible. But at the same time they had one point of criticism so far as the Leader of the Foreign Legion was concerned, when he asked them if he had spoken the truth when he cabled them right after "Spawn of the North" had been screened in Home Office. "Yes," they agreed, "you did speak the truth—but you didn't tell us enough and you didn't make it strong enough!" That's one form of criticism anyone can take—and take gladly.

For the benefit of those who don't know all of the Latin American boys by sight: John L. Day, Jr., is second from the left. On his left is S. E. "Ted" Pierpoint, who came up from Panama. A. L. Pratchett, head of Los Revolucionarios, is third from the right. At the right of him is Jack Rapoport of Cuba. Mr. Hicks is in the centre, George Weltner at the extreme right, and Editor Albert Deane is at left.

THE VERY BEST JUDGES OF THE PRODUCT

One of the outstanding thrills of August has been the witnessing of the thrilled reactions of Messrs. John Day, Arthur Pratchett, Americo Aboaf, Bill Piper, Ted Pierpoint and Jack Rapoport to actual screenings of the new product. In quick succession they were shown "Spawn of the North," "Sing You Sinners" and the Spanish-language feature, "Mis Dos Amores."

Their unqualified response has been one of sheer, delighted enthusiasm.

Now they know exactly what we have been meaning when we have stressed the fact that "Knowing One's Product Is Knowing One's Strength." They first had an inkling of it as 1938 started: as the year rolled on the admonition gained strength. Now that they have seen these three pictures there is no room in their minds for doubt, only for the sparkling sensation of knowing that Paramount has the world's greatest product.

Withal, they are wise enough to leave room in their minds for one additional fact, namely that—great as the product now is, the product to be delivered before the end of the year is even greater. They know that this new flood of unparalleled productions will include "Men With Wings," "If I Were King," "Escape From Yesterday" and "Zaza."

JOHN W. HICKS, Jr.

ENGLAND GOING 'GREAT GUNS'



LE PARAMOUNT SALUTES ROYALTY

Pictured herewith is the magnificent scheme of decoration whereby the Paramount organization in France, through the medium of Le Paramount in Paris, saluted Their British Majesties King George VI and Queen Elizabeth on the occasion of the Royal Visit to Paris during July. General Manager of the Paramount Theatres, Andre Ullmann, reports that the decorations of the theatre received a tremendous amount of favorable comment, the praise extending to the British newspapers and magazines, even so conservative an organ as the London "Times" publishing a picture of the decoration of Le Paramount.

GOOD NEWS REGARDING PARAMOUNT PRODUCT FLASHING IN FROM ALL QUARTERS OF GLOBE

No matter how close to press time we get, there's always additional news available concerning successful presentations of Paramount successes. For instance, there's the following cable in from General Manager J. E. Perkins, head of the Orient Division:

"Her Jungle Love" just completed highly successful run Grand Theatre, Shanghai with highest gross any picture in over two years. In Manila outgrossing "The Buccaneer." Expect similar success Japan. That's the sort of news the Studio loves to hear, and we love to have them hear it, because in the long run it makes for more pictures of this type.

We love to have them hear of the continued success the world over of "Tropic Holiday"—and we know that they are going to hear one long and sustained whoop from us with respect to "Spawn of the North." For when we get a picture that's paramountly action—in which action is paramount over dialogue—then we can 'go to town' with it in any language and in any country.

As for what we'll do with "If I Were King," "Men With Wings," "Zaza" and "Escape from Yesterday"

(which last mentioned will probably have a new title, so be prepared for it)—we leave you to do the guessing.



CONTEST-WINNER ABOAF SEES NEW CONTEST-WINNING PRODUCT

As the climax to his current American visit, Managing Director Americo Aboaf, accompanied by Mrs. Aboaf, paid a visit to the Hollywood Studio where such pictures as "If I Were King," "Men With Wings" and "Zaza" are in

Magnificent New Paramount Product Securing Great Paramount Response

The entire Paramount organization of Great Britain and Ireland, from Managing Director J. C. Graham right down the line to the humblest office helper, is responding in magnificent British fashion to the superlative production effort that our Hollywood Studio is making. Letters and cables, in an almost endless stream, tell the story of sustained success as only such messages can; and in turn the Hollywood end of the organization is showing its appreciation of such sales efforts as General Sales Manager Montague Goldman and his dynamic force of sellers, and such exhibition efforts as General Theatre Manager Earl St. John and his tireless managerial force, are putting forth by turning their efforts to the creation of still finer product.

That the British sales and exhibition organizations are quick to sense a new note in product is proven by the fact that the finest of all the Bulldog Drummond pictures to date, "BULLDOG DRUMMOND IN AFRICA," has been given top-of-programme billing in London, the first of the series to earn this distinction. Additionally, the British organization sensed a new Bing Crosby in "SING, YOU SINNERS," went out after the picture in heroic fashion, with the result that the critical press went for the picture in a big way, thus paving the path for a more cordial reception to The Bing's pictures in the future.

The indomitable spirit of the British Paramount organization is finding further expression in the various London publications, such as "Paramounts" and "Paramount Service," and there isn't the least bit of doubt that Managing Director Graham, with the most able assistance of Messrs. Montague Goldman, Earl St. John, Harold Walker, Ben Simmons, Ike Collins and John Corper, plus such magnificient assistance as is forthcoming from Messrs G. H. Hawkins and E. Ayres, is fast fashioning his orga-

nization to take the lead in whatever sales contests Paramount may inaugurate internationally during the coming year.

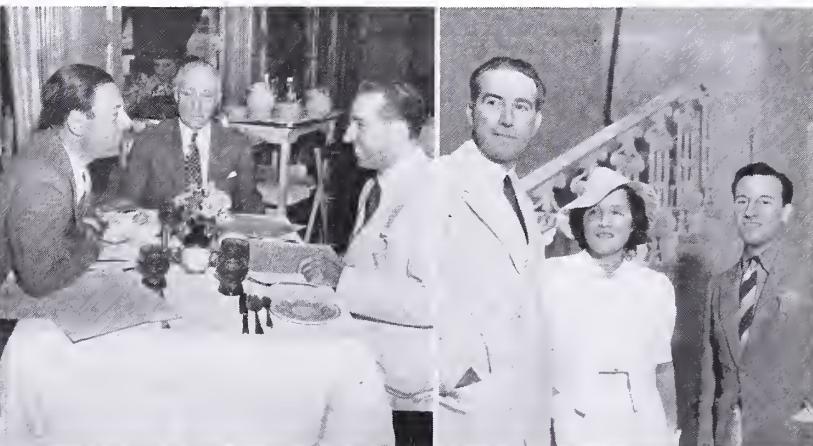
COMPLIMENTS
OF
PARAMOUNT FILMS OF PHILIPPINES, INC.
P. O. Box 587
Manila, P. I.

DOROTHY LAMOUR
under exclusive contract
to
PARAMOUNT PICTURES

New breaking Philippine records: HER JUNGLE LOVE
Next release: TROPIC HOLIDAY (See Pages 42-45)
Now in production: SPAWN OF THE NORTH
Coming: TAHTI (In Technicolor)

RESOURCEFUL

Elsewhere is news about the special "Tropic Holiday" issue of FOTO News, of Manila, Philippine Islands. A copy of this issue was mailed to every exhibitor in the Philippines Commonwealth, and Paramount Manager F. C. Henry contrived, by some deft alchemy of exploitation, to have a card, of which the above is a reproduction, tacked onto the cover of each copy.



left, Mr. and Mrs. Aboaf are on the "Say It In French" set with Ray Milland and Olympe Bradna; and at the right they are with Luigi Luraschi, head of the censorship department of the Paramount Studio.

"I WILL ONLY MAKE PICTURES IN COLOR FROM NOW ON!"

By WILLIAM A. WELLMAN

(Producer-director of Paramount's)

"MEN WITH WINGS"

The two things in life which fascinate me more than anything else are airplanes and color pictures. I have combined color and airplanes in "Men With Wings," and there doesn't seem as if there's much more for me to do. When I first made "Wings" ten years ago I dreamed of doing an air picture with color because of the beauty of it. I hope that I've captured that beauty.

I have stated and I again emphasize the fact that I never again will make a picture in black and white. Color gives depth to a production. You'll see this when you see the multi-colored World War planes diving at each other in a dog fight in the picture.

But color is a headache. Never before have I done an historical picture in color. I've learned that people remember in black and white. They write in black and white. And illustrations are in black and white. In going back to the first flights of the Wright Brothers in December, 1903, and following through to the present time, I had five research workers finding out the colors of planes, insignia, buildings and a dozen other things, including Y.M.C.A. pennants which hung on walls.

Not only did I have all this to face in making the first air picture which was historically correct, but there was the problem of make-up. Players have been aged in black and white with various shades of blue and gray. For this picture, it was necessary to find the right colors to represent the changing pigments of the skin. The result is so good that Fred MacMurray, Andy Devine,



BENNY AND THE BEAUTEOUS BELLES

Jack Benny isn't wisecracking all the time: sometimes he's in handsome repose, as in this scene made between takes of "Artists and Models Abroad." He's the artist in the centre, the others are the models, and they, by name from left to right, are: Mary Parker (she formerly was un dignified by the name of Pinkins Parker), Gwen Kenyon, Marie De Forest, Sheila Darcy, Yvonne Draval and Janet Waldo. They certainly give you a pretty good idea of the pretty good bunch of pretties you're going to see in "Artists and Models Abroad."

Louise Campbell and Ray Milland can see the picture and get a pretty good idea of the way they'll look in another thirty years or so.

After the work I've done, I can look in a mirror and see how I'll look fifty years from now.

The men who really make an air picture are the pilots and the cameramen. They are the ones who surround the actors with an aura of hazard and daring. Charlie Marshall and Bill Cline, who flew the cameras, get the bows for the photographs of ships diving through the clouds, zooming over the terrain. Men like Frank Clarke, who stunts a ship as well as plays a role in the picture, and Tex Rankin, known as the world's outstanding exhibition flyer, get the credit, and deserve it for making the audiences sit on the edges of their seats.

During the making of the picture, Jerry Phillips and Earl (Chubby) Gordon, two other pilots dived through clouds, came out of them with their wings within six inches of touching. Other pilots had similar close calls. These fellows are the real heroes of an air picture. Down

through the years I've made several, and I know.

Directing and producing a picture is supposed to be a lot of fun. The truth is that it is the hardest work a man can undertake. I went into this picture the picture of health, and I find I have lost about 15 pounds. I haven't eaten a full meal since I began working on it. My principal diet has been salads and crackers and milk. The reason for this is nervous strain. With airplanes zooming overhead, with weather to worry about, with actors rehearsing and scenes to be shot, there is almost too much to do.

Particularly during locations is the job demanding. I have risen at five o'clock in the morning, worked to eleven o'clock at night, started again at five o'clock in the morning for weeks on end. The worst part of it all is that any director can't tell his troubles to anyone else because they are so peculiar to his job. Little shading of expressions, little balancing of action, timing, and such problems make life a nightmare.

All directors should have long vacations between pictures. From

the start of a picture to the end, a director lives in a little world by himself, peopled with funny little people whom he is bringing to life and putting into action. Long after the picture is finished these little people are still walking around in his brain.

This affects different people in different ways. For instance, they rightly call me "Wild Bill."

The biggest worry in an aviation picture is that somebody will be hurt or will be killed furnishing thrills for the screen. "Hell's Angels," "Wings," and other pictures with aviation backgrounds have had minor and serious accidents. This is another reason for my gray hair and my loss of weight. Luckily, although we flew fifty airplanes and used thirty pilots in "Men With Wings" there were no casualties.

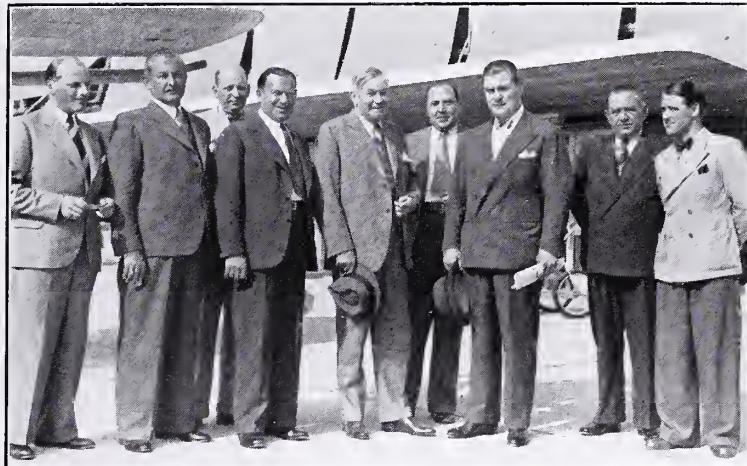
I have always loved flying ever since I was a combat pilot in the World War. I think fliers are interesting and daring fellows and like working with them as much as I do with actors. I also think aviation has a great future and that flying is being made safer and safer each year.

I may not be able to contribute to the cause of flying by being an aeronautical engineer or even a test pilot, but I feel that I can by calling the public's attention to aviation, the struggles which men have made since the Wright Brothers first flew thirty-five years ago, the romance and color which lies behind our present day progress, with our huge Boeing and Martin seaplanes and our DC-4.

Many pictures, I'm sorry to say, have been built along "scare" lines and aviation has not been helped. "Men With Wings" is a constructive picture, I believe, and will do much to encourage the public to fly. Although the story deals with three people primarily, and their struggle to fly—Fred MacMurray, Ray Milland and Louise Campbell—I have tried to tell the story of aviation's development in panoramic form.

The final decision as to what I have done rests with the public—and I hope that in the end the verdict is that I've done a good job. That'll make the extra gray hairs worth while.

AUSTRALIA-NEW ZEALAND PLANNING FOR GREATEST OF ALL PARAMOUNT WEEKS



A group of vimful Vikings greeting John L. Day, Jr. at the Stockholm airport. Left to right they are: Messrs. Hammar, Frost, Sandberg, York, Day, Olsen, Lange, Eriksen and Janzon.

ENTHUSIASTIC SCANDINAVIAN CONVENTION CLIMAXED BY UNEXPECTED BUT JOYOUS PRESENCE OF J. L. DAY JR.

Early in August, under the direction of General Manager Carl P. York, and with General Foreign Representative Fred W. Lange present as chief guest of honor, the Scandinavian division held a most impressive convention in Stockholm. Present were Messrs. Eriksen, Frost and Hammar of Norway, Denmark and Finland, respectively, while Mr. York represented his own Sweden. There was, however, a grand surprise for all concerned in the unexpected presence of John L. Day, Jr., who was vacationing from South America, and who flew up from Paris especially for the occasion. The General Manager from South America received a rousing reception, was entertained in magnificent and typical Scandinavian fashion, and not only was voted a prince of good fellows but in turn voted all of his hosts as princes of the same good fellowship.

Mr. York in reporting the event states that "it was a very successful meeting, and Mr. Lange delivered a very inspiring message about the coming product as he had seen it in Hollywood on the occasion of his recent visit....Mr. Day also delivered a message which made a great impression on everybody and I can assure you that his presence at this meeting will prove helpful in increasing business throughout the territory. I read to the delegates your (Mr. Hicks') very encouraging cable in which you outlined the coming productions, and I can assure you that this message was received with great enthusiasm and interest."

At the convention Mr. York also

Glimpsed at the Convention luncheon: Mrs. Dahlstrom, Messrs. York, Day, Olsen and Oes. As is customary at Scandinavian dining functions, there was very little food served.



forecast great things from "Bluebeard's Eighth Wife," then scheduled for opening at the Grand The-

atre. A cable elsewhere in this issue tells how right Mr. York was in his forecast.

Advice to hand from Managing Director Harry Hunter and General Sales Manager William Hurworth indicates that this, the 18th consecutive annual celebration of Paramount Week, will be the topper of them all in the Blue Ribbon territory.

The prize inducements, in cash, are being spread over the following categories: District Manager's Prize, Branch Manager's Prize, Salesman's Prize, Head Booker's Prize, Accountant's Prize, Ad Sales Manager's Prize.

The Contest will cover the entire month of September, with special emphasis on the first week of the month, which will be Paramount Week. In connection with this particular week it has been made clear that pictures booked for this week, and which run over in the following week, will be counted in the entirety of their returns as Paramount Week pictures.

Many other interesting features have been incorporated in the plan of the contest, which promises to not only guarantee the greatest Paramount Week of all, but to make September a most outstanding month in the entire history of the Australia-New Zealand Division.

Vår vice-chef, John W. Hicks, Jr., reser till Europa i slutet av denna månad på sin halvåriga affärsresa. Vi veta ej ännu om de planer han har.

John L. Day, Jr., vars besök i New York beskrives på ett annat ställe, berömmar de skandinaviska länderna till högan sky. Han lov-sjunger också den gästvänlighet som kom honom till del från Paramountterna i England och Frankrike.

Vi få fortfarande bud från vår ateljé att "Men With Wings," "If I Were King" och "Zaza" samt den förut nämnda "Spawn of the North" bilda ett klöverblad av de finaste filmer, som någon ateljé har utsläppt i världsmarknaden på ett kort år. Den man som omtalar detta, Luigi Lurasehi, forsöker att vara mycket lugn i sitt omdöme om dessa filmer, men han kan ej dolja sin stora glädje, när han delgiver de sista nyheterna till vårt New Yorkskontor.

Trots en oerhört varm sommar i New York City, den hetaste på flera år, så har "Sing You Sinners," Wesley Ruggles film, som just spelar på Paramountteatern, gjort oerhördta affärer. Ännu en gång be vi att få påpeka att denna film är en av de ömaste mänskliga dokument, som gjorts i Hollywood på lång tid.

MÅNADENS PARAMOUNT-NYHETER.

Mr. Stanton Griffis, ledamot i styrelsen av Paramounts Filmbolag, är för tillfället på besök i Europa.

De gäster, som just nu ärö på besök hos oss i Paramount Building, ärö följande: John L. Day, Jr., högsta chefen hos oss i Sydamerika, på återresa till Rio de Janeiro efter en resa till Europa; Amerigo Aboaf, högsta chefen i Italien, som också besökte

Hollywood på denna sin amerikanska affärsresa; J. William Piper, chefen i Japan; Arthur L. Pratchett, chefen för den Revolucionarios Divisionen i Centralamerika; Jasper Rex D. Rapoport, chefen i Cuba; Samuel D. Pierpoint, chefen i Centralamerika; och Charles Ballance, högsta ehefen i Indien. Detta är den största samling utlänningsar på visit på en gång på många år i världens fyra hörn och det bevisar, att affärerna ärö på uppstående tack vare större och bättre Paramountfilmer.

Vi hade nöjet att beskåda "Spawn of the North" i augusti och skyndar oss därfor att omtala att denna film tvivelutsutan är den finaste Paramountfilmen på många år. Det är en storfilm i ordets fulla bemärkelse, och kommer att bli mottagen med öppna armar, på alla platser, där publiken tycker om filmer med handling.

"Bluebeard's Eighth Wife" är fortfarande en av årets bästa filmer, vilket telegram från både Buenos Aires och Stockholm tvivelutsutan bevisa, och dessa återfinnes på en annan sida i häftet.

KNOW YOUR PRODUCT AND

PRODUCTION FLASHES

After a delay due to an appendicitis operation on Miss Lamour (the sash will cover the spot hereafter), *St. Louis Blues* commenced filming August 8. The cast also includes Lloyd Nolan, Tito Guizar, William Frawley, Maxine Sullivan, Jerome Cowan and Mary Parker.... *Illegal Traffic* is also before the cameras, with a cast including J. Carroll Naish, Mary Carlisle, Robert Preston, Judith Barrett and Dolores Cassey.... James Hogan is directing *Bulldog Drummond versus Scotland Yard*. John Howard of course, and as usual, will be Drummond.... Olympe Bradna will be co-featured with Bing Crosby and Bob Hope in *Follow the Sun*, which of course will have music. Production on the picture starts in October. In the meantime Miss Bradna has already commenced work in *Say It In French*, with Ray Milland as leading man.... The new title of the second Bob Burns starring picture is *I'm From Missouri*. (Note those 2 Z's.) The picture was formerly known as *The Arkansas Traveler Abroad*, and has Fay Bainter in a featured role.... *Disbarred*, starring Gail Patrick, has commenced production.

Mark Sandrich, who directed such musical thrillers as *Flying Down to Rio*, has been engaged by Paramount as director of the new Jack Benny picture, *Man About Town*.... Louise Campbell, who has done a swell job of dramatic work in *Men With Wings*, has received an additional Paramount contract.... Evelyn Venable has been cast as leading woman for William Boyd in *Frontiersman*, the new Hopalong Cassidy production. This is in line with Producer Harry Sherman's new policy of casting at least one established feature name in each production along with Boyd. George "Windy" Hayes and Russell Hayden.... Elliott Nugent will direct Bob Hope and Martha Raye in *Never Say Die*.... William Collier, Sr. has an important featured role in *Thanks for the Memory*.

Edith Head, Paramount studio designer, is now in Europe gathering fashion hints for some of the major pictures of the new group.... J. M. Kerrigan has joined the cast of *Escape From Yesterday*, that towering Akim Tamiroff melodrama that we are already so excited about.... *Pioneer Sons* is the title of the next Hopalong Cassidy production to go into work. William Boyd, Russell Hayden and George "Windy" Hayes will have their accustomed characterizations in this production.... Raoul Walsh, whose most recent Paramount production was *Artists and Models Abroad*, is the director of *St. Louis Blues*.... Dr. Richard Hageman, prominent American composer, has written the musical score of *If I Were King*.... The flight of Douglas Corrigan from New York to Dublin has been incorporated in *Men With Wings*. Likewise the round-the-world flight of Howard Hughes.... Monte Blue has been added to the cast of *King of Alcatraz*, the featured players of which are J. Carroll Naish, Lloyd Nolan, Gail Patrick and Robert Pres-



BRITISH TRADE PRESS HEARS DAVID E. ROSE

Arriving in London August 3rd, David E. Rose, newly appointed head of Paramount's British Production activities was given a customary thorough interviewing by the film trade press. The event took place at Claridge's Hotel. Mr. Rose is in the center, looking up and to the camera's right.

"BLUEBEARD'S EIGHTH WIFE" CONTINUES TO BE ONE OF THE YEAR'S WINNERS

Many times last month the cables ticked off the name of the celebrated Ernst Lubitsch film which so ably co-starred Claudette Colbert and Gary Cooper. Each time the news recorded on the tape was of the pleasantest.

For instance there was the John B. Nathan cable of August 5th, which read: "Bluebeard released yesterday to sensational business, marvelous public and press reaction." This message was scarcely four days old when the operator at Buenos Aires was called upon to supplement it with this one: "Bluebeard's first four days at advanced prices in Suipacha (Cinema) breaks four-year record."

Then Carl P. York came along with another humdinger from his territory to supplement the sensational season of the picture at the Metropol in Copenhagen, by informing as follows: "Bluebeard opened Grand Theatre, Stockholm, this week and notwithstanding extreme heat is playing to packed houses. Press excellent, record run assured."

ton . . . Charles Butterworth, Otto Kruger, Roscoe Karns, Hedda Hopper, Elizabeth Patterson, Laura Hope Crews and Edward Gargan have been added to the cast of *Thanks for the Memory*, in which Shirley Ross and Bob Hope head the cast.

Eva Novak, star of the silent days, is making a screen return in (ironical touch!) *Escape From Yesterday*.... Charles D. Brown, Ruth Robinson and Dorothy Howe have been added to the cast of *Disbarred*, the cast of which is headed by Gail Patrick, Otto Kruger and Robert Preston.... Wil-

liam Duncan has been signed for a supporting role in Hopalong Cassidy's newest adventure, *The Frontiersman*.... William Frawley, whose last Paramount appearance was in *Touchdown Army*, has been cast as a circus proprietor in *St. Louis Blues*.... Erik Rhodes has been cast in *Say It In French*.... The cast of *Scotland Yard Against Bulldog Drummond* has been augmented by Clyde Cook, George Zucco and David Clyde. Heather Angel is still the romantic lead, having apparently permanently replaced Louise Campbell.

LONDON DOES CRITICAL HANDSPRINGS OVER "SING YOU SINNERS"

It is of great interest to the world that the Wesley Ruggles picture, "Sing You Sinners" has received unanimous critical acclaim in London. The British press has had splendid things to say about the acting performance of Bing Crosby, about the humanness of the picture, and about the general excellence of the cast.

What is still more important, the picture ran into a second week at Paramount's Plaza Theatre, which is a hall-mark of box-office acclaim these days.

ANOTHER ISSUE OF "SNOOP"

Paramount pictorial quarterly, "Snoop," is out again. The highlights of this issue, which is a particularly fine one, are "Spawn of the North," "Men With Wings" and "Zaza."

Copies have been forwarded to all Paramount representatives throughout the world.

PARAMOUNT'S ACTIVITIES WITH JUVENILES IN STELLAR ROLES

Paramount is responding magnificently to the prevailing demand for pictures in which leading roles are taken by performers young in years but mature in interpretation. A classic current example is the performance of Donald O'Connor in "Sing You Sinners."

Donald will be seen again in "Sons of the Legion," now completed filming and probably screened in New York by the time this news reaches you. A little later, because of their performances in this picture, Donald O'Connor, Billy Cook and Billy Lee will be seen in "Tom Sawyer, Detective."

Next in the line of juvenile performances will be that of Ann Gillis, co-star of "Tom Sawyer," who will have the leading role in "Little Orphan Annie," which is being produced by John Speaks for Paramount release. This picture will get under way some time this month.

"PROFESSOR BEWARE" MAKES THE DANISH MOVIEGOERS ROAR

Carl P. York is turning Vikingesque handsprings again and is transmitting the fact by cable, as instance this flash about the Harold Lloyd comedy:

"PROFESSOR BEWARE" OPENED BIG AT METROPOL COPENHAGEN YESTERDAY. AUDIENCE ROARED. PRESS FINE. EXPECT EQUAL "BLUEBEARD'S" LONG RUN.

The reference is of course to the fact that "Bluebeard's Eighth Wife," the Lubitsch masterpiece is continuing to crack records in all quarters of the globe. This film opened at the Metropol on April 26th last, and has only just closed. That's a run of just on 4 months. And Carl says that "Professor Beware" is going to at least equal it.

KNOW YOUR STRENGTH!

PRODUCTION PARAGRAPHS

The news about "Tropic Holiday" from all quarters of the globe continues to be most heartening. In addition to what we have in columns elsewhere in this issue, there now comes news, at the moment of going to press, from Manager Saul Jacobs in Trinidad. It seems that the picture has set up an array of records in that island territory that are going to take some battering down. The picture has been acclaimed by picturegoers and picture critics alike, and not only is it triumphing in Trinidad, but also in the adjacent territories of British Guiana and Barbadoes.

Received just too late for use this issue were some exploitation photographs from London. They tell of the unique manner in which "Booloo" was exploited with the help of the London Zoo, and a baby tiger. The pictures will appear next month.

A reading of the script of Olympe Bradna's new picture, "Say It In French," in which she is co-starred with Ray Milland, reveals that it is a delightful comedy drama. Olympe should shine to great advantage in it.

Work has already commenced on the first of the new series of pictures co-starring Mary Boland and Charles Ruggles. The reuniting of this team came about because of a tremendous wave of requests from all parts of the world. Also, when Miss Boland was in London on a visit last month, the British press made the fact unmistakable that the film audiences of the United Kingdom would love to see Miss Boland reunited, cinematically, with Mr. Ruggles.

"Two Sleepy People" will be the only song sung in "Thanks For the Memory." Shirley Ross and Bob Hope, the picture's co-stars, will do the vocalizing.

In order to prove just how far ahead Cecil B. deMille is with "Union Pacific," he will set his second production unit to work on September 12th. The first unit has already been in work several weeks. Studio work on the picture will commence the first week in October.

George Archainbaud is director of "Thanks for the Memory."

FINE TRIBUTE TO LEW DA SILVA

We have received a copy of "Press and Art" of Bombay, India, in which there is a noteworthy tribute paid Lew Da Silva, editor of Paramount Service. It is apparent that Mr. Da Silva stands high in the esteem of the advertising and publicity fraternity of Bombay, especially in view of the fine things said about his campaign for "The Buccaneer."



HIGHSPOT OF "BULLDOG DRUMMOND IN AFRICA"

This newest of the "Bulldog Drummond" series is quite easily the topnotcher to date. It builds climax on climax until the top of them all comes with a sensational lion sequence. Illustrated above are four of the lion episodes, all of which were filmed under such sensational circumstances as to preclude studio stills being taken. However, we have had the episode photographed from the screen in New York, and a set of the complete lion-sequence stills has been mailed to every major office.



FRANCISKA IS COSTUMED CORRECTLY

The sprightly young leading lady of "Paris Honeymoon," in which she portrays a bride of Hungary, stands beside a Hungarian poster for costume corroboration. "Paris Honeymoon," one of the most melodious comedies to come from the Paramount studio in a long while, co-stars Miss Gaal with Bing Crosby, and for splendid added measure has Akim Tamiroff and Edward Everett Horton also in the picture.

OF WHAT DO THEY SPEAK?

JOHN L. DAY Jr.
Said
That it is
G R E A T . . .
And
A. L.
PRATCHETT,
Leader of
Los
Revolucionarios
Likewise
Said it is
COLOSSAL:
And as
Though
That were not
Enough,
S. E. "TED"
PIERPOINT
Said
That it will
Do More
Business
Than any
Action
Picture in
Years.
And these
Sentiments
Were
Shared by
J. WILLIAM
PIPER,
Who Can't
Get Back to
Japan
Quickly
Enough to
Prepare for
This
GREAT FILM.
Likewise
J. D. "JACK"
RAPOPORT
Thinks the
Same about
It for
Cuba: and
AMERICO
ABOAF
Cherishes
Like
Sentiments for
ITALY.
What
Picture???
You Ask.
Why,
None Other
Than
S P A W N
O F
T H E
N O R T H.

AMONG THE PUBLICATIONS

The keynote of Australia-New Zealand's "Punch of the Blue Ribbon Bunch" for June 27th is the mammoth movement under way in that part of the world for the purpose of making the 1938 Paramount Week (an annual September celebration) the mightiest on record. Managing Director Harry Hunter has editorialized inspirationally on the subject, and General Sales Manager William Hurworth has promised the super-combined strength of his superb manpower in order to make this sales effort unforgettable....The cover of the July 23rd issue of London's "Paramount Service" is an ingenious application of the contention that "Professor Beware" has "a laugh in every foot."

The July issue of Brazil's "Paramount em Acaao" is definitely up to the high standard maintained by this informative and inspiring publication. Much space is devoted to the sustained local success of "Bluebeard's Eighth Wife," which succeeded in running 3 weeks at the chief Rio de Janeiro cinema. Another page pictorially traces the path of General Manager John L. Day, Jr., to New York via Paris....What are we to say about London's "Paramount" that has not already been said before? Here, for once, we have run out of superlatives in our task of paying monthly tribute to the Paramount house organs of the world. All that we can say is that the July issue leaves us in the state of merely being able to congratulate the editorial staff on the sustained superlative quality of this publication for informativeness, personal news, and above all the editorial objective of keeping all British Paramountees informed on their Paramount product....July issue of India's "Paramount Service" likewise demonstrates the combined effort of Messrs. Frank Kennebeck, S. Ganguli and Lew da Silva to keep the exhibitors of India thoroughly informed on Paramount's product status. This particular issue (a fine job of editing) has much space devoted to "Her Jungle Love," "Professor Beware" and several of the other big ones from Paramount....July 28th issue of Italy's "Paramount" is largely a product one also, the preferred productions being "You and Me," "If I Were King" and "Tropic Holiday"....

July 15th issue of Australia-New Zealand's "Punch" contains announcement of Managing Director Harry Hunter's new sales drive for the finest of all Paramount Weeks. There are challenge statements from District Managers Fred Gawler and Claude Henderson, a general sales statement from General Sales Manager William Hurworth, and also congratulations to Mr. Hicks on being elected a director of Paramount Pictures, Inc....Czechoslovakia's "Novinky Paramount" for August is largely "Her Jungle Love" and "Spawn of the North," which indicates that District Manager Rudolf Jellinek's sales and publicity force recognizes some good pictures when they see them. There is also good space for "Tropic Holiday" and a cover illustration of the Prague Fair scene that we reproduced last month.

EXPLOITATION



GREAT ARGENTINE PRESENTATION

This magnificent example of lobby and box-office decoration has come to us from Argentina. It depicts the imaginative treatment given the picture by Señor Gabriel Manzano when he presented the massive Cecil B. deMille picture at his Monumental Theatre in Rosario. It seems almost needless to add that "The Buccaneer" enjoyed a tremendous success, no little measure of it being due to the superb presentation of the film.



A 'HOLIDAY' FOR INDIA. Exploitation reached out an inventive and lavish hand when "Tropic Holiday" was presented at the Regal Theatre in Calcutta, according to General Sales Manager S. Ganguli, who sent us the above photo as one of a group showing how the picture was presented. The magnificent poster shown in the picture was painted in Calcutta from a small reproduction of this pose in a publication. The theatre's ushers are all garbed as Mexicans, and across their sombreros appear the two words of the picture's title. Fine work!



POPEYE THE BEAU OF THE BALL

At the recently celebrated Movie Ball in Sydney, Australia—an annual and thoroughly praiseworthy event—one of the high spots was a life-size figure of Popeye the Sailor. This figure is not to be confused with the one which earlier this year went from America to Europe and back in connection with the Paramount on Parade Contest. This Australian one, which we have pictured above, was the creation of Paramount's Advertising and Publicity Director, Hermann E. Flynn, and was easily one of the most popular figures at the event, which is held for the purpose of raising funds for the maintenance of a Movie Industry cot in one of the local hospitals.

India's "Paramount Service" for August contains a splendid editorial on the subject of "Paramount Has Kept Its Promises." It also contains the full text of that most important cable on product sent out by Mr. Hicks following his return from a Hollywood visit....London's "Service" likewise continues to reflect the fine tenor of our organization and

also the keen edge of our enthusiasm over the new product. The issue of August 6 has a particularly fine cover on "The Texans"....The August 9th issue of Italy's "Paramount," with marked prominence for "Tropic Holiday" and "You and Me," is well up to standard. The issue also heralds a visit to Rome by Producer Wesley Ruggles.

EXPLOITATION FLASHES

Manager F. C. Henry of Manila has forwarded a pictorial section from "The Philippines Herald" showing the entire cover and much of the inside space devoted to Olympé Bradna and her starring appearance in "Stolen Heaven." His accompanying report states "We knew Filipinos loved good music and we felt sure they would like Olympé Bradna. So we gave the picture a build-up which emphasized Bradna and classical music....Result was a gross which ranked fifth best for the year, being exceeded only by 'The Buccaneer,' 'Her Jungle Love,' 'Souls at Sea' and 'Wells Fargo'."

From London Publicity Director G. H. Hawkins' office has come a novel broadside gotten up in the shape of a volume of dictionary size and titled "A Volume of Praise." It is a four-paged recapitulation of the highspots in the praise of the London film critics for Harold Lloyd's "Professor Beware" and must have been good news to the thousands of British exhibitors to whom it was mailed.

Another worthy exploitation contribution from the Philippines consists of a copy of the anniversary issue of FOTO News, a startlingly fine photo news publication of the type so popular around the world. What made this issue still more popular in Manila was the fact that its entire cover was devoted to a picture of Dorothy Lamour and Ray Milland, the first time the cover had ever gone movie. The caption read "Lamour Makes Love," which still further heightened the appeal.

Last month we told of a picture coloring contest held in Bombay, India, in connection with the presentation of "Her Jungle Love." So popular did this contest prove to be that "The Times of India," the nationally known newspaper sponsoring it, repeated it on the same picture a few weeks later with even greater success. Naturally Paramount Manager Frank V. Kennebeck was elated, and looks forward to repeating the practice with "Spawn of the North," or perhaps "Men With Wings."

FINE POLISH BOOK

A symphony in blue, white and black—Poland's Paramount product book has come to us as another concrete manifestation of the fine array of pictures that we have for distribution during 1938-39. It so often happens that we are so close to the details of pictures that we kind of overlook the power and majesty of the array, and it is only when such attractive catalogs as that of Poland come to us that we see the picture of the immediate future so graphically. In this instance we congratulate District Manager M. F. Jordan and his fine publicity staff on an excellent job.

MAGNIFICENT PUBLICITY FROM ARGENTINA

We have received from Managing Director John B. Nathan, and bearing the unmistakable imprint of the publicity wizardry of Guillermo Fox, four mammoth campaign books covering the superb work done throughout Argentina by Mr. Fox's department in connection with *Angel*, *The Buccaneer*, *Wells Fargo* and *Souls At Sea*. These books, after a thorough New York inspection, have been forwarded to the Studio in Hollywood.

THE PERSONALITY PARADE

Home Office has veritably been the Crossroads of the World during the wretchedly humid month of August—the hottest August New York City has ever known.

Charles Ballance, general manager in India, was with us for some of August's days, and then departed August 12 on board the Manhattan en route back to India.

An August 6 arrival was Contest-winner Americo Aboaf, managing director of the Irresistible Italians. He stood the heat for part of the month and then departed by air-conditioned train, accompanied by Mrs. Aboaf, for the climatic delights of California, including a three-day visit to Paramount's filmopolis. He is now back in New York and will sail September 10 for the return to Italy.

August 12th's arrival was Manager J. William Piper from Japan, he having made his Hollywood visit in advance of reaching New York. His first-hand news of conditions in the Orient, as well as his word-picture of what conditions can be expected to be in the near future, proved of vital interest.

The August 16 arrival proved to be none other than our ever genial Paramounteer from the great continent to the South of the Crossroads of the World—John L. Day, Jr. It seems, from our editorial recollection of the contents of this magazine, that John has his editorial day in the sun on another page.

August 21 really caused us to exclaim "Came the Revolucionarios"—three of them descending upon us from the steamer Veragua. Need we add that they were the Messrs. A. L. Pratchett, Samuel D. (Ted) Pierpoint, and Jasper D. Rapoport. All looked hale and hearty and all had dire declarations about what they are going to do to the rest of the world if, and when, there are any further Paramount contests. They likewise were filled with praise for the exhibition attributes of "Tropic Holiday" and hope that the studio continues to be just as good to them in the future. We photographed them for good measure and the result will be found elsewhere.

And while we're still dealing out personal news, it's perfectly in order to report that Tom Hurney, chief accountant in the Sydney head office, recently parted with his appendix as the climax to a very serious illness. He is, however, now on the road to recovery according to latest reports.

En route from Buenos Aires for a New York business visit is John B. Nathan, managing director in Argentina, Uruguay and Paraguay. We will have more to say about Mr. Nathan's visit next month.

CORRECTION

In our July issue which announced the winners of the Paramount-on-Parade-Around-the-World Contest, we announced Rosario as the winning branch in the Gaucho Division, whereas Montevideo actually was the branch winner.

Our apologies to Montevideo, and our hope that next time Rosario will, in actuality, figure among the winners.

PERSONAL NEWS



NEWS FROM JOINVILLE

Herewith is the first column of news from the Paramount Studio in Paris, as promised by General Manager Andre Ullmann.

VISITORS. We had a visit by Mr. Wesley Ruggles, accompanied by Mr. "Skeets" Gallagher. Mr. Ruggles went through the stages, and dubbing plant and laboratory. He was quite impressed by the size of the stages and seemed to enjoy being in a studio as a sightseer. His charming personality was appreciated by all the Studio's staff members who were lucky enough to meet him.

The young lady who imitates so perfectly the lovely Claudette Colbert in the "I Met Him in Paris" French version, was presented to Mr. Ruggles. Her name is Mary Francey: under Mr. Kirschner's able management she has worked for years in the studios and is a 100% Paramounteer.

FROM EGYPT. Mr. Faraud, the well known Branch Manager for Egypt, and a friend of Paramount, Mr. Dimitrio Raissi, a faithful exhibitor of Paramount pictures in Egypt, were shown the studios' current activity by Mr. Klarsfeld. They were present when the first takes of the Super French feature "Education de Prince"—to be released through the French territories by Paramount—were shot. They praised the beautiful sets which had been constructed by Mr. Purcell's men and which were still enhanced by the technical staff's electrical lighting effects.

Another distinguished visitor from Egypt was Mr. Spiro Critti, from the well known paper "La Bourse Egyptienne" who was given every facility to go through the busy stages.

LABORATORY NEWS. A new height in rushed work activity was registered this week when the French Paramount newsreel "hounds" delivered to the "lab" boys for almost five full days and nights, a succession of negatives. The Royal Visit was responsible. The special newsreel footage of

Press reception to Producer Wesley Ruggles at the Paramount Theatre, Paris, July 13th last. Mr. Ruggles is in the dark suit, with cigarette, fourth from the picture's left. In grey, in the immediate center, is Richard 'Skeets' Gallagher, former screen comedian and now assistant to Ruggles. At the extreme right is Administrateur Delegue Henri Klarsfeld, and fourth from the right, in dark suit, is Publicity Director Jack Plunkett. Andre Ullmann, director general of the Paramount Studios and also of the Paramount Theatres, is in the background, in front of the Colbert poster (Poster is for "I Met Him in Paris," which Wesley Ruggles produced), and Robert Lenget, manager of Paramount's Paris Branch, and Maurice Chevallier, assistant publicity manager, are in the group to the right of Mr. Ullmann.

the British Sovereigns' visit in Paris alone as delivered to the French exhibitors, was over 2000 feet long. Added to a 1000 feet of current newsreel events and to the negative development of several current productions on the studio stages, as well as the printing of many positive prints, and not to speak of the dubbing, developing and printing usual requirements, the work turned out by the men (and women) of Mr. Dumontel, Manager of the laboratory, is simply a splendid job. We would call it: a typical Paramount job.

A ROYAL VISIT. It may interest our British friends to know that not only did the French newsreel Department edit unusual news about the British Sovereigns' visit, but also presented upon Mr. Klarsfeld's suggestion and request, two documentary films about said visit. Prior to the Sovereigns' visit, the laboratory was pleased to rush through a splendid retrospective film made in "Hommage to the King and Queen of England." The handling was a most delicate one, as negatives dating back to over 35 years and showing Queen Victoria, were used.

After the voyage of Their Majesties, the success of the newsreel was so great that after a few hours of rest, the boys had to rush through again a special film of

the Sovereigns' visit to France. This, upon Mr. Klarsfeld's instructions has been called "Visite Royale."

Therefore, in a parallel to the marvellous efforts of the Paramount Newsreel men of Mr. Buddy, the Paramount studios also contributed in making the famous visit an unusual event.

Needless to say that the three studio gates were fully and magnificently decorated with the proper flags.

A WORTHY HAND. The British Tank Corps representative in the Paramount Studios, Lieutenant de Blois Leach (the well-known Accounting and Purchasing Department Head) was granted the great honor to be received by Their British Majesties at the Faubourg St. Honoré's beautiful Embassy.

Together with a limited number of the British Legion veterans, Lieutenant de Blois Leach shook hands with the Queen who was gracious enough to exchange a few words with our friend. The Lieutenant, who had adopted the old French custom of shaking hands a thousand times a day, is getting conservative in the hand-shaking use of his now famous right hand.



TRINIDAD. Saul Jacobs (center) gets full particulars regarding Paramount business in Trinidad from Henry Gordon (left) who was relinquishing the post there to become manager in the Canal Zone. Looking on is S. E. "Ted" Pierpoint, Manager of the Central American office. At the present time Mr. Pierpoint is in New York conferring with Mr. Hicks.

MAGNIFICENT FRENCH EXPLOITATION FOR "THE BUCCANEER"

Publicity Manager Jack Plunkett has supplied us from Paris with a superb array of evidence testifying to the complete fashion in which Cecil B. deMille's production, "The Buccaneer" was exploited throughout France. Many fine photos accompanied the communication from Mr. Plunkett and it is our intention to use some of the material in a forthcoming issue.

DEEPEST REGRETS

We extend our profoundest sympathy to John A. Groves, general manager for Paramount in Malaya, Java and adjacent territories, who has suffered the loss of his elder brother. Mr. Groves' father died just a few weeks earlier.



"MEN WITH WINGS"



NOTICIAS DEL MES

—El señor Stanton Griffis, presidente de la junta administrativa de la Paramount Pictures, Inc., se halla en la actualidad viajando por Europa.

—Durante el mes de agosto han visitado el Edificio de la Paramount, en Nueva York, las siguientes personas: don John L. Day, Jr., gerente general en la América del Sur, que va en viaje de regreso a Río de Janeiro procedente de Europa; don Américo Aboaf, gerente general en Italia, quien incluyó a Hollywood en el itinerario de su viaje de negocios a los Estados Unidos; don J. William Piper, gerente en el Japón; don Arthur L. Pratchett, jefe de la División de los Revolucionarios, que comprende las Antillas, México, la América Central y la parte norte de la América del Sur; don Jasper D. Rapoport, gerente en Cuba; don Samuel D. Pierpoint, gerente en la América Central, y don Charles Ballance, gerente general en la India. Esta afluencia de visitantes, la mayor habida en muchos años, es indicio del curso que lleva el negocio como resultado de mayores y mejores películas de la Paramount.

—En el mes de agosto se nos deparó la ocasión de ver "Pescadores de Alaska" (título provisional de "Spawn of the North"), película que es, nos apresuramos a decirlo, uno de los melodramas más excelentes que ha llevado la Paramount a la pantalla durante algunos años. Película vigorosa en todo sentido, habrá de verse sin duda alguna recibida con aplauso en dondequiera que haya públicos amantes de lo aparatoso y movido en materia de espectáculo de cine.

—Según podrá verse por los cablegramas de Buenos Aires y de Estocolmo que publicamos en otro lugar, "La Octava Mujer de Barba Azul" ("Bluebeard's Eighth Wife") continúa siendo una de las películas triunfales del año.

—El vicepresidente don John W. Hicks, Jr., saldrá para Europa a fines de este mes, en jira semestral de negocios. No se ha anunciado todavía el itinerario de la misma.

—Don John L. Day, Jr., de cuya visita a Nueva York hemos dado ya cuenta en esta columna, hace grandes elogios de los países escandinavos, bien así como de las cortesas atenciones que le prodigaron los paramontistas de Inglaterra y Francia.

—Informaciones que han continuado llegando de los Estudios nos enteran de que "Hombres con alas" (título provisional de "Men With Wings"), "Si yo fuera Rey" (título provisional de "If I Were King") y "Zazá," juntamente con la ya mencionada "Pescadores de Alaska," son cuatro películas como no han salido nunca, en un mismo año, de unos mismos Estudios. Nuestro informante, don Luigi Luraschi, no es sujeto que deja que el entusiasmo le oscurezca el juicio cuando de opinar acerca de películas se trate, y con todo, fácil es advertir cierta exaltación de aplauso en los informes que envía a Nueva York.

—No obstante haber sido estos días unos de los más rigurosos que se han conocido en Nueva York durante el verano, "Tres en apuros" ("Sing You Sinners,") producción de Wesley Ruggles que se exhibe actualmente en el teatro Paramount, está alcanzando éxito extraordinario. Una vez más encomendamos esta película a la atención de nuestros lectores, asegurándoles que es una de las de mayor interés humano que han salido de Hollywood desde hace tiempo.



FLASH! VERY FLASH!! Here is one of the very first of the Claudette Colbert scenes from "Zaza," with the Comely Claudette getting the swing of the Can-Can. If this isn't the ultimate in appeal, then something's wrong with one of us. The gentleman with Miss Colbert is Bert Lahr, Broadway comedian now playing his first serious role in a picture as a featured member of the cast.

NOTICIARIO MENSAL DA PARAMOUNT

Mr. Stanton Griffis, presidente da Junta Executiva da Paramount Pictures, Inc. acha-se neste momento em viagem de visita á Europa.

—Por falar em visitas, a nossa matriz de Nova York teve ha pouco a honra de abrigar Mr. John L. Day, Jr., gerente geral da Paramount na America do Sul, que passou pelos Estados Unidos de volta ao Rio de Janeiro de uma *tournée* de visita pela Europa; Mr. Américo Aboaf, gerente da Paramount na Italia, que fez também uma visita a Hollywood; J. William Piper, gerente no Japão; Arthur L. Pratchett, director da famosa Divisão dos "Revolucionários" da América Central; Jasper D. Rapoport, gerente em Cuba; Samuel D. Pierpoint, gerente na América Central; e Charles Ballance, gerente geral na India. Foi um mez, como vemos, que nos trouxe a grata surpresa da visita de tantos amigos, a quem desejamos os mais prosperos negócios com o esplêndido sortimento de novos filmes Paramount—os melhores que já produzimos.

—Durante Agosto tivemos a boa sorte de apreciar na tela o filme especial da nossa marca, "Spawn of the North" ("Um drama no Alaska," título definitivo), que é um dos melhores melodramas que temos visto nestes últimos annos. É um esplêndido trabalho sob qualquer dos pontos de vista, devendo prender o público pelo espetacular de suas cenas grandiosas.

—O grande filme "A Oitava Esposa do Barba Azul," que vem fazendo um exito tremendo por toda a parte, acaba de bater todos os records de bilheteria no Rio de Janeiro, Buenos Aires e Estocolmo, como vemos do noticiário e photos estampados nontra parte.

—Mr. John W. Hicks, Jr., vice-presidente da Paramount, partirá em fins de Agosto corrente para a sua visita semestral á Europa. Ainda não sabemos ao certo quaes os paizes que Mr. Hicks visitará.

—Mr. John L. Day, Jr., cuja visita á nossa matriz annotamos acima, trouxe a melhor das impressões dos paizes escandinavos, tendo também elogiado muito a hospitalidade e gentilezas recebidas dos paramountezes da França e da Inglaterra.

—Continuam a chegar optimas notícias, vindas dos estúdios em Hollywood, sobre a excellencia de "Men With Wings" (Homens com asas), "Se eu fôrrei" e "Zazá." Contando com "Um drama no Alaska," cuja estreia está marcada para breve, temos um grupo de fitas que desafiam a qualquer competencia. Luigi Luraschi, representante do Departamento Estrangeiro no Estúdio, que é bastante conservador na sua apreciação das fitas, tem-nos dado destas as melhores esperanças.

—A despeito do calor excessivo que asphyxia Nova York, a estreia do filme "Sing You Sinners," produção de Wesley Ruggles, tem sido muito concorrida, prometendo ficar mais de uma semana no cartaz. Novamente chamamos a atenção dos ami-

NOTIZIE DEL MESE

Il Sig. Stanton Griffis, capo del Comitato Esecutivo della "Paramount Pictures Inc." si trova presentemente in visita in Europa.

I visitatori al palazzo Paramount, in New York, durante Agosto, hanno incluso i seguenti Sigg: John L. Day Jr., General Manager nel Sud America, in viaggio di ritorno a Rio de Janeiro dopo una visita in Europa; Américo Aboaf, General Manager in Italia, il quale ha incluso una visita ad Hollywood nel suo giro di affari in America; J. William Piper, Manager nel Giappone; Arthur L. Pratchett, capo della Divisione "Revolucionários" nell'America Centrale; Jasper D. Rapoport, Manager in Cuba; Samuel D. Pierpoint, Manager nell'America Centrale, e Charles Ballance, General Manager in India.

Il movimento è il maggiore che si sia avuto da parecchi anni in questo centro mondiale e costituisce un indice dell'incremento dell'industria in conseguenza di piu' grandi e migliori pellicole della Casa Paramount.

Durante Agosto abbiamo avuto il privilegio di vedere "Spawn of the North" e siamo ansiosi di informarvi che questo lavoro può essere considerato facilmente come il piu' bel melodramma Paramount degli ultimi anni. La film è poderosa e sarà accolta con gioia da tutti i frequentatori di cinematografi che si appassionano alle pellicole intessute su azioni spettacolose.

"Blucbeard's Eighth Wife" continua ad essere una delle cinematografie piu' attrattive dell'anno, come dimostrano i cablogrammi da Buenos Ayres e da Stoccolma che riproduciamo in altra parte della presente pubblicazione.

Il Vice Presidente John W. Hicks Jr., partira' alla volta dell'Europa verso la fine di questo mese per il suo giro semi-anual de affari. Nessun annuncio è stato ancora dato circa il suo itinerario.

John L. Day Jr., la cui visita a New York è rapportata in altra parte di questa colonna, è stato largo di elogi sui territori scandinavi. Egli ha avuto pure parole di encomio per l'ospitalità estesagli dai "Paramountees" in Inghilterra e in Francia.

Anunzi continuano a pervenire dallo Studio assicuranti che "Men With Wings", "If I Were King", e "Zaza" formeranno, con "Spawn of the North", del quale si è avuta già la preview, un quartetto delle migliori pellicole che siano mai state date al mondo, in un solo anno, da qualsiasi Studio. Il nostro informatore, Luigi Luraschi, ha adottato un atteggiamento conservativo nell'elogiare questi films, tuttavia non si può non osservare una nota di entusiasmo che emerge, continuamente, dai suoi rapporti a New York.

Noostante l'estate piu' insistentemente calda che New York abbia mai avuto, "Sing You Sinners", la produzione Wesley Ruggles adesso al Teatro Paramount, ha registrato un successo finanziario ed artistico eccezionale. Ancora una volta vi esortiamo ad apprezzare questa pellicola come una delle piu' interessanti cinematografie, dal punto di vista umano, che siano state mai prodotte ad Hollywood in un lungo periodo.

gos para este filme, que é um dos melhores trabalhos de interesse humano que Hollywood tem ultimamente filmado.

LES NOUVELLES DU MOIS A PARAMOUNT

M. Stanton Griffis, président du Comité exécutif de Paramount Pictures Inc. est en ce moment en visite en Europe.

Nous ont rendu visite au Paramount Building à New-York pendant le mois d'août notamment: John L. Day, Jr., directeur général pour l'Amérique du Sud, retournant à Rio de Janeiro après une visite en Europe; Americo Aboaf, directeur général pour l'Italie, qui a passé par Hollywood au cours de son voyage d'affaires en Amérique; J. William Piper, directeur pour le Japon; Arthur L. Pratchett, chef de la division des Révolutionnaires en Amérique Centrale; Jasper P. Rapoport, gérant pour Cuba; Samuel D. Pierpoint, gérant en Amérique Centrale; et Charles Ballance, gérant général pour l'Inde. Ce fut le grand mois des visites au carrefour du monde depuis pas mal d'années, et cela indique la tendance des affaires comme résultait des plus grands et meilleurs films Paramount.

Pendant le mois d'août, il nous fut donné de voir "Spawn of the North," et nous nous hâtons de vous dire que c'est bien là le meilleur mélodrame de Paramount depuis nombre d'années. C'est un puissant film dans tous les sens du mot, et il sera grandement reçu partout où les amateurs de cinéma aiment les actions spectaculaires.

"Bluebeard's Eighth Wife" reste encore un des films gagnants de l'année, comme on nous le cable de Buenos Aires et de Stockholm, ainsi que vous le verrez par les cables-grammes imprimés dans ce numéro.

Notre vice-président John W. Hicks, Jr., partira pour l'Europe dans le courant de ce mois pour sa visite semi-annuelle. Son itinéraire n'a pas encore été annoncé.

John L. Day, Jr., dont nous avons annoncé la visite à New-York ci-dessus, vante hautement les territoires Scandinaves et il parle avec louanges de l'hospitalité qui lui fut réservée par les Paramounts d'Angleterre et de France.

On nous informe des studios que "Men With Wings," "If I Were King," and "Zaza" avec "Spawn of the North" qui a déjà été projeté en privé, complètent un trimestre de films meilleur que ce qui a jamais été fait par n'importe quel studio au monde pendant un an. Notre informateur, Luigi Luraschi, c'est montré particulièrement réservé lorsqu'il a estimé ces films, cependant on ne peut manquer de noter les mots enthousiastes qui apparaissent continuellement dans ses rapports à New-York.

Malgré les chaleurs excessives et prolongées, un record jamais connu, que New-York éprouve en ce moment, "Sing You Sinners," la production Wesley Ruggles maintenant ici au Paramount Theatre, a été favorisé comme une excellente affaire. De nouveau nous vous engageons à considérer ce film comme un de ceux qui touchent de plus près la nature humaine parmi tous ceux produits à Hollywood depuis pas mal temps.



DON'T ARGUE WITH CLAUDETTE

All the fire, all the beauty—and all the tempestuousness—of Miss Claudette Colbert have gone into the magnificent interpretation of "Zaza" that she has just completed for Paramount under the direction of George Cukor. The Don't-talk-that-way-to-me lady at the left is Miss Colbert: the others are Genevieve Tobin and Rex O'Malley.

HET NIEUWS VAN DE PARAMOUNT MAAND.

De Heer Stanton Griffis, Voorzitter van den Bestuursraad van Paramount Pictures Inc., vertoeft op het oogenblik in Europa. Gedurende Augustus ontving het hoofdkantoor, te New York, bezoek van: John L. Day, Jr. algemeen directeur in Zuid-Amerika, op weg naar Rio de Janeiro na een Europeesche reis; Americo Aboaf, algemeen directeur van de Italiaansche Divisie, die aan zijn zaakreis in de Ver. Staten een bezoek aan Hollywood vastknoopte; J. William Piper, directeur van Japan; Arthur L. Pratchett, het hoofd van de Revolucionarios Divisie in Midden Amerika; Jasper D. Rapoport, directeur in Cuba; Samuel D. Pierpoint, leider van Centraal Amerika en Charles Ballance, de directeur in Indië. Dit is verreweg de grootste bijeenkomst van buitenlandsche Paramounters in vele jaren en een teken van den grooten vooruitgang van Paramount.

Gedurende Augustus was het ons voorrecht 'Spawn of the North' te zien en haasten ons te berichten, dat deze film een van de mooiste rollenprenten is in de laatste jaren door Paramount vervaardigd. Het is een monumentale film en zal overal geweldig succes hebben, waar het juubelk belust is op dergelijke imposante films.

"Bluebeard's Eighth Wife" is en blijft een van de vooraanstaande succesfilms van het seizoen, zoals U zal blijken uit de elders in deze editie gereproduceerde telegrammen uit Buenos Aires, en Stockholm.

Vice-President John W. Hicks Jr., vertrekt tegen het eind van deze maand op zijn geregelde halfjaarlijksche Europeesche inspectie reis. Zijn rondreis zal nader bekend gemaakt worden.

John L. Day Jr., wiens bezoek aan New York elders in deze rubriek werd aangestipt, is opgetogen over de Scandinavische Divisie en had niets

dan lof voor de hospitaliteit der Paramounters in Engeland en Frankrijk.

Uit Hollywood bericht men ons, dat naast 'Spawn of the North,' nog drie films, te weten "Men With Wings," "If I Were King" en "Zaza" de hoofdschotels vormen van het kwartaals film product. Hoewel onze zegsman, de Heer Luigi Luraschi, zich in conservatieve meningen over deze films uitliet, liep er door zijn bericht een moeilijk onderdrukken toon van geestdrift.

Ondanks de aanhoudende hittegolf, die dezen zomer tot een der ondraaglijkste in New York bestempelt, doet 'Sing You Sinners,' de Wesley Ruggles productie, enorme zaken in het Paramount Theater. Inderdaad deze film is dan ook een van de roerendste menschelijke films, ooit door een studio in Hollywood vervaardigd.



The studio certainly bridges great gaps in history. Here are Ronald Colman (right) as François Villon, poet-hero of 500 years ago, and Jack Benny as Buck Benedict, modern American adventurer in Paris in 1938. Colman's character headlines "If I Were King," being produced by Frank Lloyd; Benny's character headlines "Artists and Models Abroad," which is being produced by Arthur Hornblow, Jr.

DIE NEUTESTEN PARAMOUNT NACHRICHTEN

Herr Stanton Griffis, Vorsitzender des Aufsichtsrates von Paramount Pictures, Inc., befindet sich augenblicklich in Europa.

Das New Yorker Paramount Gebäude hiess während August folgende Besucher willkommen: John L. Day, Jr., Generaldirektor für Südamerika, der sich nach längerem europäischen Aufenthalt auf der Rückreise nach Rio de Janeiro befand; Americo Aboaf, Generaldirektor für Italien, der anlässlich einer amerikanischen Geschäftsreise auch dem Hollywood Atelier einen Besuch abstattete; J. William Piper, Direktor für Japan; Arthur L. Pratchett, Leiter der Revolucionarios Abteilung in Zentralamerika; Jasper D. Rapoport, Direktor für Cuba; Samuel D. Pierpoint, Direktor für Zentralamerika und Charles Ballance, Generaldirektor für Indien. Die New York Zentrale hat selten im Laufe eines Monates so viele prominente Paramountler gesehen. Es ist ein Zeichen, dass unser Geschäft blüht, wächst und gedeiht—das Resultat von Paramount Qualitätsfilmen.

Während dieses Monates hatten wir endlich Gelegenheit "Spawn of the North" zu sehen, und wir beileben uns Ihnen mitzuteilen, dass man diesen Film, ohne auch nur einen Moment zu überlegen, das beste je von Paramount produzierte Melodrama nennen muss. Es ist ein ergreifender Film mit kolossalem Tempo, der jedes Filmpublikum in helle Begeisterung versetzen wird.

Laut den auf einer anderen Seite dieser Ausgabe zum Abdruck gelangten Telegrammen aus Buenos Aires und Stockholm, behauptet sich "Bluebeard's Eighth Wife" nach wir vor als unser erfolgreichster Film des Jahres.

Herr Vizepräsident John W. Hicks Jr. gedenkt seine halbjährliche europäische Inspektionsreise Ende dieses Monates anzutreten. Es ist bisher noch nicht verlautet worden, welchen Ländern er dieses Mal einen Besuch abstatten wird.

Herr John L. Day Jr., dessen New Yorker Besuch wir bereits oben meldeten, lobte die skandinavischen Länder über alle Massen. Er vergass darüber aber nicht die Gastfreundschaft der englischen und französischen Paramountler zu erwähnen, durch die sein Aufenthalt in Europa besonders angenehm gestaltet wurde.

Wir hören aus Hollywood, dass "Men With Wings," "If I Were King," und "Zaza" plus der bereits besprochene Film "Spawn of the North" ein Kassenschlager Quartett abgeben wird, wie es noch von keinem anderen Filmstudio in einem Jahre hergestellt worden ist. Unser Berichterstatter, Herr Luigi Luraschi, ist ein sehr konservativ eingestellter junger Mann, und wenn in seinen Berichten ein nicht misszuverstehender begeisterter Unterton mitschwingt, dann kann man sich bestimmt auf ganz grosse Dinge gefasst machen.

Trotzdem die Bewohner von New York City dieses Jahr den heissen Sommer in der Geschichte dieser Stadt mitmachen, verzeichnet das Paramount Theater, in dem momentan die Wesley Ruggles Produktion "Sing You Sinners" gezeigt wird, glänzende Geschäfte. Wir können Ihnen nur immer wieder raten sich darauf vorzubereiten, dass Sie mit diesem Film grossartige Abschlüsse tätigen werden.

Paramount International News

Oct. 1938

Vol. 5, No. 10



If I Were King

Greatest Romantic Film

Spectacle in Years!



Editorial Comment of the Month

TOPS

Almost as difficult as the task of making superlatively fine pictures is the business of speaking conservatively concerning them to a sales force. Such a task hasn't been made any easier by the magnificent job of producing a stunningly fine box-office winner for all the world that Producer Frank Lloyd has turned in with this gorgeous picture which stars Ronald Colman in his best performance since "Beau Geste." There is naturally the temptation to engage in a paen of praise for such an assured world-beater where audience-attraction is concerned, but instead we will have to pass up the praise for such a glorious contribution to the real epics of the screen and content ourselves with saying that it is a remarkably adequate job of film making; that Ronald Colman, Basil Rathbone and Frances Dee are as masterful as great performers can be expected to be; that the picture has an abundant supply of thrills, spectacular scenes, towering climaxes (there we go, veering toward praise again), and a rich fund of comedy and humor. There you have our conservative estimate of this magnificent film, a piece of reporting in which we have shrewdly eschewed praise, which in itself is something that we would not have done if we had said that the picture is undoubtedly one of the top Paramount audience-attracters of all time—which, by all the saints and stars, IT IS!

SURVEY

Under practically unparalleled conditions the Foreign Legion's Leader has set forth on an historic survey of the European scene. Mr. Hicks departed from New York aboard the "Washington" on September 21st, and although he has been to Europe many times since becoming head of the Foreign Department it is certain that he has never seen the Continent as he will find it this time. The temper and the temperament of the world are changing with almost fabulous rapidity, and what tomorrow will bring no one can possibly foretell. We are but an infinitesimal fragment of the whole international scene, yet to ourselves we are important: even more important to us is our bounden duty to keep pace with the tempo of the world. To do this requires an uncanny sense of the international mood, to fit ourselves to sudden bursts of national passion, and to do our share in keeping the world amused in spite of all the strife and agonies that torment it. For this reason John Hicks must travel the world in foul weather as well as in fair; he must run the gauntlet of this or that situation in order that the Paramount organization, which in itself is part of the national and international picture, may continue to do its share of providing world surcease.

PRESTON

Unaccustomed as we are to public prophecy we nevertheless take our typewriter in hand and call attention to the personality of a virile young leading man who gets his first

real screen break in "King of Alcatraz." His name is Robert Preston and this is his first screen role and he has had some slight stage experience in advance of it. But there's no denying that the young man has tremendous personal appeal, fine and commanding appearance, a grand voice and seems to be definitely the sort of fellow to appeal to all types of screen audiences. In addition, he is a Paramount personality property, and we feel that if he gets the right type of role in a succession of pictures he may join the select roster of those who have rendered herculean service in making Paramount predominant throughout the world today.

BURNS

Whatever has been your opinion of Bob Burns in the past, there's no doubting the

fact that he is going to insinuate his way into your heart in "The Arkansas Traveller." The man has tremendous power of hearty simplicity, and although comparisons are anathema in the film world, we can venture the opinion that Burns will soon take next-of-kin place in the hearts of the world which suffered so great a loss when the original homespun philosopher met an untimely death in an air crash. Bob Burns may have been one thing in the past: he is an entirely new personality, by international standards, in "The Arkansas Traveller" and you are urged to view this heart-warming film in just this light.

BRITISH

We have recently seen the first of the British Paramount pictures produced under the new quota act. The picture is "This Man Is News" and it is one of the jolliest, breeziest films that any country has produced in a very long while. It is sheer, bristling entertainment from start to finish and is definitely a shining milestone in the highway of British film production. This is one of the quota pictures conceived and produced by the Paramount British organization, and it is a very distinct pleasure to be offering congratulations to all of the personalities connected with the production of so rollicking a piece of film merchandise.

"WINGS"

There's no doubt about the fact that "Men With Wings" is one of the timeliest motion pictures ever made. And the mightiest! And the most dramatic! And the advance report from the studio—and from our own glimpse of the radiant trailer—is that the technicolor in this film is the most beautiful ever projected onto any screen.... The foregoing is understatement of the most sincere kind, and so we leave it to your own initial glimpse of "Men With Wings" to write for you your own correct interpretation of what this picture means to Paramount.



PRECEDENTIAL DISPLAY FOR "IF I WERE KING"

Never before in the history of its 12 years of film presentation has the Paramount Theatre in New York City been graced by a display of the above magnitude. It therefore—as you will very fittingly reason—took a picture of the magnitude of "If I Were King" to set a precedent that soon had all of New York flocking to see this memorable film.

BRAZIL AND ENGLAND EMERGE AS INTERNATIONAL EXPLOITATION CONTEST WINNERS: CERTIFICATES OF MERIT TO GO TO OTHER WINNING ENTRANTS

At long last the march of time has permitted judgment to be passed on the winning national entries which constituted the international exploitation contest phase of the Paramount on Parade manifestation of last March, April and May. The top ranking international entry proved to be that of the Cine Plaza in Rio de Janeiro (which house has other exhibits elsewhere in this issue); while the winner of second place proved to be the Capitol Cinema of Bolton, Lancashire, England.

The judging was carried out in Home Office, the committee comprising Messrs. John W. Hicks, Jr., George Weltner and Albert Deane.

Judging of the domestic (U. S. A.) prize winners is now being proceeded with, and when the top winner here is selected, it will be sent, with Brazil's entry, to Hollywood where further judging for the International Plaque will be carried out before a committee of Paramount stars, featured players and executives. News concerning this event will be sent out by mail and reported on further in our next issue.

In addition to the cash prizes won by Brazil and England, certificates of merit are being prepared for the following theatres: the Prince Edward in Sydney, Australia; Regent at Palmerston, New Zealand; Grand Theatre, Shanghai, China; Benten Za, Osaka, Japan; and the Capitol at Manila, Philippine Islands.

All seven campaigns have additionally been forwarded to Exploitation Editor A. Mike Vogel, of Motion Picture Herald, for judgment under the auspices of the Quigley Award of that trade publication.

It seems needless to add that we heartily congratulate all of the winners on the great sense of exploitation reflected in their campaigns.

J. C. GRAHAM, LEADER OF "BULL-DOG" DIVISION, RESIGNS POST

President Balaban Accepts Veteran's Decision With Manifest Regret

John Cecil Graham, a Paramounteer with 22 years of valiant and pioneering Paramount service to his enduring credit, chose October Third as the day to write 'finish' to that career. On that day he tendered to Mr. Balaban, and through Vice President John W. Hicks, Jr., his resignation from the Paramount ranks. No specific reason for his action was included in the cable, merely the intimation that the step was being taken at his own desire and with profound regret. The Paramountees in all parts of the world who have come to know the kindly grace and winning personality of "J.C." will also voice that regret, and with equal sincerity.

Mr. Graham entered the Paramount ranks in 1917 at the behest of the Foreign Legion's Leader, Emil E. Shauer. For two years he served as special representative of Home Office in missions to all parts of South America, his surveys laying the groundwork of what is now the highly efficient Paramount distribution force in all parts of the great Southern continent. In 1919 it was decided by Mr. Shauer that Paramount needed direct representation in Great Britain. Mr. Graham was assigned the massive job, founded an enduring organization and remained as its leader until a few days ago.

From that post he accepted one additional foreign assignment that took him completely around the globe. This was in 1921, when he travelled to Australia by way of New York to effect a change of administration, this change resulting in the installation of John W. Hicks, Jr., as managing director in Sydney. After spending three months in Australia, Mr. Graham continued around the globe to London.

In his almost twenty years of service in the capital of the British Empire, Mr. Graham came to be known as the "dean" of the distributors. In every major movement for the betterment of



John Cecil Graham

the film industry his name was always to be found in the chief working committee. In appearance, as well as in administration, he has always been the diplomat 'par excellence'. Many remarked that he looked more English almost than most Englishmen, and to these it always came as a surprise that he was born in Iowa, U.S.A.

No announcement has been made by Mr. Graham regarding his future activities, but through these columns we make it known that no matter where he may go he will carry with him always the affectionate esteem of those hundreds of Paramountees, in both domestic and foreign fields of Paramount activity, who knew him as a fellow associate and right good fellow.

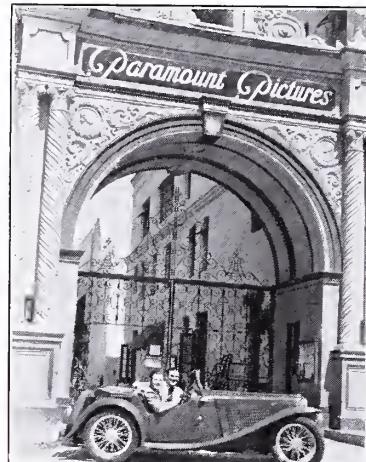
A PARAMOUNT SALESMAN FROM NEW ZEALAND MAKES A GRAND MOVIE DREAM COME TRUE

For years on the road in New Zealand as a Paramount salesman, Len Warren dreamed of someday seeing the Hollywood studios which for years have given the world a continuity of magnificent Paramount films. He always had faith in his dream and strove in every way possible to make it come true. A couple of months ago, having provided himself with the necessary funds, he took an indefinite leave of absence from the Paramount organization in Wellington and sailed across the broad Pacific.

The good ship brought him to Los Angeles, and within a couple of hours he found his dream had come true; he was actually in Hollywood. For a whole month now he has lived his dream to the hilt. First and foremost he has seen Paramount pictures in the making; he has met the stars and he has talked with the executives whose uncanny vision and farsightedness conceive the story threads that are later woven into film masterpieces.

Yet all of the time has not been spent in the studios, for he came to America at his own expense to learn the fabric of American business methods. Accordingly, he has spent considerable time at the Los Angeles exchange through the courtesy of Branch Manager Carroll N. Peacock, learning the details of salesmanship, booking and all of the other intricacies of film business.

Early in October he will sail back to New Zealand to pick up the threads of his destiny there. And not only will he carry memories of having met Claudette Colbert, Ray Milland, Colin Tapley and a host of other stellar personalities; of having talked with the major production executives of the company; but also of having learned, through the courtesy of the very agreeable Los Angeles exchange



Len Warren, with Colin Tapley (at wheel) in the British car that Tapley purchased in Singapore when making "Booloo" in Malaya. This car has since been taken to New Zealand by Tapley's brother.

staff, much of American film methods that will help him immeasurably in his very certain progress along the Paramount pathway.

A LETTER FROM HURWORTH

When General Sales Manager William Hurworth writes a letter once a month to his Australian and New Zealand salesmen, branch managers, district managers, bookers and ad salesmen—they know they've got something. It's like the fisherman who hooks a two-hundred pound marlin—he doesn't have to be told there's a fish on the line.

Hurworth's letters are not completely sockers: there's a human mixture of bricks and bouquets in them. They are among the most effective sales letters written anywhere in this great organization of ours.

Long may they weave their sales spell.



YOU BROUGHT A NEW KIND OF VILLAINY TO OUR FILMS

Pursuing a policy of really getting to know the people who make our pictures successful by being themselves so interesting cinematically, we this month caught up with J. Carrol Naish, the 'menace' of such films as "Tip-Off Girls," "King of Alcatraz," "Night Club Scandal," several of the Bulldog Drummond productions, and many others. Mr. Naish happened to be in New York City sitting in on the major political crime of the decade, and on his last day here responded gladly to the invitation to talk things over with Mr. Hicks. From this conversation we learned that Mr. Naish, who tinctures his menace-isms with a saving grace of ironic humor, is a New Yorker who served in the world cataclysm of twenty years ago, thereafter staying several years in England and Europe, where he acquired several languages as well as a truly international point of view. These factors are now of inestimable help to him in his screen work and we hope to see the films make more and more use of them as time goes on, especially in view of Mr. Naish's growing popularity.

It is likewise a pleasure to add that this amiable villain is a confirmed member of the order, which includes all real actors, and which decrees that the best performance is the one in which actions, gestures and pantomime contribute far more to the onlooker than do the crowded lines which are provided by someone the audience never sees or knows. In short, Mr. Naish would far sooner interpret something important with a gesture than with an often untranslatable line of dialogue.

Mr. Hicks enjoyed the meeting as much as did Mr. Naish, who was speeded on his way with the injunction that we hoped he would continue to add lustre to the Paramount trade mark for a long while to come.

TURN BACK TO THE COVER

*In case you missed the fact that our cover this month concerns a subject of distinctly paramount importance, turn back to it and realize what a wealth of tinkling coins there is in those four vital words—*IF I WERE KING*.*

INTIMATE NOTES FROM OUR EDITOR'S EDITORIAL FOLDER

Arthur Hornblow, Jr., is being cited, by studio publicists, as the logical successor to the late Florrenz Ziegfeld as the glorifier of American Beauty. The distinction came as a result of the selection of Claire James as "Miss California" in the recent "Miss America" Contest. Miss James is a member of the cast of "Artists and Models Abroad." She did not win the title of "Miss America," however. Vincent Trotta, Paramount's art director, is a member of the judging board of the "Miss America" Contest.

Buck Jones, formerly a Western star, has been signed for the lead in Paramount's "Vice Squad." The picture is horseless.

John Howard, whose Bulldog Drummond has immensely popularized Scotland Yard, has been signed to a Paramount contract for an additional year.

Luigi Luraschi, among other things our studio scout on intimate production matters, reports as follows regarding Tito Guizar in "St. Louis Blues": "You will be very pleased with him in this picture. He looks excellent and he is acting with so much assurance. Both the director and the producer continue to be highly satisfied with him."

There was a compelling page advertisement in a recent issue of London's "Paramount Service" magazine. It depicted a pounding express locomotive, and above it was the caption: "It's Paramount Pictures that Pull."



ROBERT PRESTON

On Page 2 of this issue we have editorialized on a newcomer named Robert Preston. From comparative obscurity he has been assigned the second male lead in "Union Pacific" after a most auspicious beginning in "King of Alcatraz." Above, we introduce him to you.

CASTING NOTES

Due to the continued illness of Evelyn Keyes she has been withdrawn from *Say It In French*, and her sequences are now being re-shot with Mary Carlisle.

Charles Bickford and Porter Hall have been given important roles in Cecil B. deMille's mighty production, *Union Pacific*.

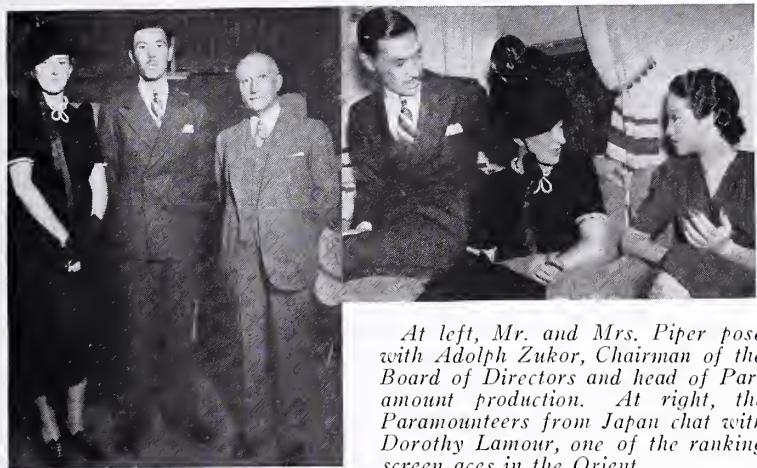
Brod Crawford, a young newcomer who scored a sensational success on the New York stage last season, has been added to the cast of Gladys Swarthout's latest (non-musical) production, *I Robbed a Bank*.

NEW TITLE FOR "ESCAPE FROM YESTERDAY"

The studio announces that the picture produced and completed under the title of "Escape From Yesterday" will be released under the title of "The Last Ride."

"The Last Ride" features Akim Tamiroff, Leif Erikson and Frances Farmer.

A. Z. PLANS GIANT EPIC



At left, Mr. and Mrs. Piper pose with Adolph Zukor, Chairman of the Board of Directors and head of Paramount production. At right, the Paramounters from Japan chat with Dorothy Lamour, one of the ranking screen aces in the Orient.

RETURNING TO ORIENT, PIPERS VISIT STUDIO

En route back to Tokyo, Mr. and Mrs. J. William Piper have made another studio visit. This time we are happy to advise that the manager for Japan, and his attractive wife, had some pictures made. It has been a great thrill for Bill Piper to see so many fine Paramount pictures, both completed and in the process of filming, and he is certainly carrying a grand batch of news with him for relaying to Division Manager James E. Perkins, who will meet him for conferences in Tokyo.

BRILLIANT PREMIERE FOR BRILLIANT BRITISH FILM, "THIS MAN IS NEWS"

This exceptionally fine Paramount quota film, made in London by Pinebrook Productions, was given a glittering press preview at the Plaza Theatre on September 2, with all of the newspapers bringing forth glowing encomiums as a result. There was also a midnight matinee at the Carlton Theatre two evenings earlier, to which were invited many famous personalities in the newspaper world. Also feature- and gossip - writers and a great many screen stars and players, including Charles Laughton and his wife, Elsa Lanchester, and the featured players and stars of the picture. The group shown in the scene above were: Earl St. John (general manager of Paramount's theatre circuit), Anthony Havelock-Allan, Miss Valerie Hobson (co-star of the picture), Director David McDonald and Alastair Sim, who scores a rollicking hit in the featured role of the harassed newspaper editor. Following the screening of the picture a buffet supper was served on the theatre's stage, the entire audience being invited guests.



The group shown in the scene above were: Earl St. John (general manager of Paramount's theatre circuit), Anthony Havelock-Allan, Miss Valerie Hobson (co-star of the picture), Director David McDonald and Alastair Sim, who scores a rollicking hit in the featured role of the harassed newspaper editor. Following the screening of the picture a buffet supper was served on the theatre's stage, the entire audience being invited guests.

MR. HICKS IS IN EUROPE AGAIN

This is formal notice of the fact that Vice President John W. Hicks Jr. sailed on board the "Washington" on September 21 for his semi-annual survey of the European business situation. At the moment of going to press he is in London and no announcement is made of his itinerary beyond that point.

DEMILLE'S "UNION PACIFIC" TO BE MOST TOWERING OF ALL PARAMOUNT PRODUCTIONS

Cecil B. DeMille's "Union Pacific" will be the most ambitious production in Paramount's history, according to Adolph Zukor who revealed plans to build a sound stage for the picture measuring between four and five hundred feet in length. The stage will be the largest in Hollywood.

In about two weeks 200 railroad men will start laying tracks where the stage is to be built. The tracks consisting of five spurs, will have a total of five miles.

The stage will be powered with 20,000 amperes of electricity — enough to light it as bright as day—and will be used by the first production unit in which Joel McCrea, Bob Burns and Akim Tamiroff will work.

One hundred men have started construction of six miles of track at Iron Springs, Utah, where the second production unit will start work in a set representing the first town of Cheyenne, Wyoming.

The studio has bought a train of 40 cars and four locomotives, all of the period of 1860 for use in the picture.

The purchase embraces all the rolling stock of 1860 now in existence and is the largest studio-owned train ever assembled. Twelve hundred people will work on the location in Utah and as many more will work in Hollywood. Both units will be shooting simultaneously by November 1, the first unit under direction of DeMille and the second under Arthur Rosson, location director, and William H. Pine, associate producer.

PARAMOUNT'S PRODUCT PARADE

THE STUDIO ANNOUNCES —

Gladys Swarthout will have the leading role in *I Robbed A Bank*. Kurt Neuman will direct and Miss Swarthout, according to present plans, will not sing....Chief members of the cast of *Tom Sawyer, Detective* will be Donald O'Connor (from *Sing You Sinners*), Billy Cook, Porter Hall, Phillip Warren and Elizabeth Risdon....J. Farrell MacDonald will have one of the chief roles in *Little Orphan Annie*, in which Ann Gillis will star. The picture is the first of a series being made for Paramount release....The final title of the picture previously announced as *Scotland Yard Against Bulldog Drummond* has been set as *Arrest Bulldog Drummond*!

Ida Lupino gets the coveted role opposite Ray Milland in William Wellman's technicolor production, *The Light That Failed*. Production will commence early in January....Paramount has purchased the Broadway stage comedy "What A Life!" and will probably film and release it under the title of *What A Life!*

Because of the imminence of the start of *Union Pacific*, in which Bob Burns has one of the vitally important roles, Paramount has deferred *I'm From Missouri* until early next year....Claudette Colbert sings three songs in *Zaza*....Sara Padden has been added to the cast of *Little Orphan Annie*, which is being produced for Paramount release by John Speaks....Stanley Ridges, one of the outstanding character actors in *If I Were King*, has been added to the cast of the forthcoming Hopalong Cassidy film, *Riders of the Range*....Porter Hall, after all these months of villainy, draws a sympathetic role in *Tom Sawyer, Detective*....Sterling Holloway has a role in *St. Louis Blues*, the stars of which are Lloyd Nolan, Dorothy Lamour and Tito Guizar.

Ruth Rogers, discovered by Bing Crosby in a talent search contest, becomes leading woman to William Boyd in the newest Hopalong Cassidy film, *Riders of the Range*....Bernadene Hayes has the role of Dolly in *King of Chinatown*, in which Akim Tamiroff, J. Carroll Naish, Anna May Wong and Anthony Quinn head the cast....Arthur Hornblow, Jr., and his wife, Myrna Loy, are scheduled for a vacation in Europe shortly. They have not announced just what parts of the Continent they will visit.

Gracie Allen will appear without George Burns in *The Gracie Allen Murder Case* and it seems superfluous to add that it is *not* Burns that is murdered in the picture....Still another starring property has been purchased for Bob Hope, this making the sixth picture announced for this up-and-coming comedian. The new story is *The Lady Is Charmed*, and once again it is Martha Raye who is set to be his leading woman. In other words, she is his 'Raye' of Hope, while he is the Hope of Raye....With the setting back until next year of Bob Burns' *I'm From Missouri*, the bazooka-voiced star now has three pictures on assignment against his

(Continued in last column)



MEL SHAUER ADDS THE PERSONAL TOUCH

Mel is one of Paramount's producers who is right at the centre of production all of the time. Here he is with Director George Archainbaud overseeing a romantic scene between Shirley Ross and Bob Hope during the making of "Thanks For the Memory."

ISA MIRANDA ACTIVELY PREPARING FOR STARRING ROLE IN "HOTEL IMPERIAL"

Following a stay of six weeks in Boston, where she lived with a typical American family, Isa Miranda has returned to Hollywood restored to health and studying with indefatigable energy for her role in "Hotel Imperial," which will be directed by Robert Florey.

Paramount adds to this happy announcement the fact that news will be forthcoming within the next couple of weeks regarding the identity of the important star who will be cast opposite Miss Miranda in this film.

ANOTHER HOPALONG CASSIDY FEATURE ENDOWED WITH MARKED MUSICAL APPEAL

According to reports from the Harry Sherman company, the newest of the Hopalong Cassidy features, tentatively titled "The Frontiersman," has some musical touches which are bound to make for considerable appeal everywhere throughout the world where this series is popular.

The story of "The Frontiersman" deals with the regeneration of a group of school children in the early history of America's West. Playing an important part in the picture is the St. Brendan's Choir, of about 30 boys with magnificent voices. They sing at least 6 songs, all of a variety that music lovers everywhere will like.

In addition, of course, the picture will have William Boyd, Russell Hayden and George Hayes in their accustomed roles.



BRAINS BEHIND "ZAZA." Here's an intimate candid camera shot of Messrs. Adolph Zukor, Albert Lewin (centre) and George Cukor. Mr. Lewin is the Associate Producer who was responsible for "Spawn of the North," and is now giving "Zaza" the same meticulous care and attention. Mr. Cukor is the director of "Zaza."

CLAUDETTE COLBERT SINGS IN "ZAZA"

Set down in type wherever you can the fact that Claudette Colbert sings not once, nor twice—but thrice! in "Zaza."

Memories will recall the fact that Miss Colbert has sung in previous pictures, and sung most effectively. Remember her work in "The Gilded Lady" and "Torch Singer"?

"TROPIC HOLIDAY" SCORED HEAVILY IN TRINIDAD

Excellent reports have been forthcoming from Port-of-Spain, Trinidad with respect to the hit that has been scored there by "Tropic Holiday." Manager Saul Jacobs states that the picture has smashed a lot of long-standing records in the Trinidad city and is expected to duplicate this success in British Guiana.

One of the chief reasons for the success is the whole-hearted fashion in which the populace has taken Tito Gnzar to their hearts. This actor, chiefly by virtue of his work in this film, has developed into a real box-office asset, according to Mr. Jacobs — which should be grand news with respect to "St. Louis Blues."

Mr. Jacobs also forwarded numerous advertisements covering "Tropic Holiday," many of them printed in both English and Spanish.

name. The other two are *The Senator's Husband* and a 1939 version of *Our Leading Citizens*....Robert Kent has the leading male role in *Little Orphan Annie*, in which petite Ann Gillis is the star. June Travis is the heart interest opposite Kent....Ethel Clayton and Gloria Williams, stars of the silent days, will be seen in *St. Louis Blues*....Eddie Gribbon has a comedy role in *Little Orphan Annie*. Ben Holmes is directing the picture....Roscoe Karns is no longer on the roster of Paramount players. He has severed a 6-year association with the studio to "avoid continued typing"....Charles G. Booth, who wrote and sold to Paramount the story "Caviar For His Excellency," has been signed by the company to do the screen adaptation. The picture will reach the screen probably under the title of *The World's Applause*, with Akim Tamiroff and possibly Melvyn Douglas starring. It will have a South American setting....Lane Chandler, a one-time Paramount aspirant to the mantle since copped by Gary Cooper, will be seen in the cast of *St. Louis Blues*.

If I Were King is now being nationally released in the United States on November 11.

Roscoe Karns' assignment in a featured role of *King of Chinatown* is his last under existing contractual relations with Paramount.

Raymond Hatton has a featured role in *Tom Sawyer, Detective*.....Myron McCormick and Hiram Sherman have been added to the cast of the Paramount release, "...one third of a nation..."

THRILLING ENTIRE FILM WORLD

TITO GUIZAR CONTRACT RENEWED BY PARAMOUNT

Good news for South and Central America is the fact that Paramount has renewed its contract with Tito Guizar.

Tito is at present completing a very appealing role in "St. Louis Blues" and his next assignment will be announced very soon.



LEIF ERIKSON

This ambitious young actor is speeding right along the difficult path to stardom. He will be seen shortly giving a grand performance with Akim Tamiroff in "Escape From Yesterday," and now comes word from New York that he will play the lead with Sylvia Sidney in "One Third of a Nation," which has just gone into work in the Astoria Studio, intended for Paramount release.

ELLEN DREW IS REALLY A CINDERELLA

With her elevation to the female lead of "Union Pacific" Miss Ellen Drew truly becomes Cinder-ellen Drew, for never in all history has there been a story to match this one.

Her first screen appearance was in "Sing, You Sinners," just a few months ago. So well did she click here that Frank Lloyd took her for the role of Huguette in "If I Were King." Again she scored in capital fashion.

Now Cecil B. deMille has selected her for the chief female lead in "Union Pacific."

Just imagine: three pictures, directed by deMille, Lloyd and Ruggles. No other player in all film lore can match that.

PARAMOUNT ANNOUNCES TWO MORE MIGHTY PRODUCTIONS FOR EARLY FILMING

First picture to engage Frank Lloyd's attention after returning to Hollywood from a European journey in connection with the world premiere of "If I Were King" will be a towering creation, "Rulers of the Sea." The picture will not, as previously announced, be the history of any one particular shipping organization but will instead be a highly adventurous depiction of the intense rivalry which existed between sail and steam during the passing of the former and the supremacy of the latter. The picture will naturally occupy the major part of 1939 for preparation and filming.

Second of the epic productions announced by Paramount is "The Light That Failed," which is scheduled to get going under William Wellman's inspired direction some time in January. It will co-star Ray Milland and Ida Lupino and will be filmed throughout in Technicolor. It will be produced by Arthur Hornblow, Jr.

BOX-OFFICE, TRADE PUBLICATION, FLASHED THIS REVIEW ON "IF I WERE KING"

In its coast wire of September 14, the trade publication so ably edited by Red Kann, said:

"IF I WERE KING" (PARAMOUNT) ABOUNDS IN SWEEPING PAGEANTRY AND SPECTACLE CHARACTERISTIC OF PRODUCER-DIRECTOR FRANK LLOYD'S EFFORTS. UNFOLDS STIRRING STORY BASED ON SAVING OF PARIS BY FRANCOIS VILLON AND IS ELEVATED TO EPOCHAL HEIGHTS THROUGH BRACE OF BRILLIANT PERFORMANCES BY RONALD COLMAN AS BEGGAR-POET AND BASIL RATHBONE AS KING LOUIS XI. FRANCES DEE CONTRIBUTES SUBSTANTIALLY WITH SYMPATHETIC AND WINSOME DELINEATION AT HEAD OF SUPERIOR SUPPORTING CAST. WHICH ALL ADDS UP TO MAKE SUPERLATIVELY FINE FILM.

A.Z. CALLS IT "THE BEST PARAMOUNT PICTURE IN 15 YEARS!"

That's what Paramount's head of production says about "Zaza," which by the way contains his initials, twice repeated. A despatch from the studio dated September 24 tells of Mr. Zukor seeing a rough cut of the Lewin-produced and Cukor-directed film in which Claudette Colbert is the star. The sentiment labelling this film the best Paramount production in the past fifteen years then followed, Mr. Zukor being thoroughly cognizant at the time of the box-office and audience-appeal power of "If I Were King," "Spawn of the North," "Men With Wings" and a long line of other super-hits down through the past years.

PARAMOUNT'S VENICE ENTRY WON SPECIAL COMMEMORATIVE PLATE

Paramount has been informed by the directors of the International Film Festival that was held at Venice, Italy, last August, that the cartoon "Popeye the Sailor Meets Ali Baba's Forty Thieves" has been awarded a special commemorative plate as the outstanding cartoon subject of the year. This distinction, which covered all of the cartoon subjects in the world (with the exception of "Snow White and the Seven Dwarfs," which won a special award in a class of its own), will be marked by an American presentation of the plate later in the year.

This Issue Certainly Epitomizes Staggering Wealth of Great Films

Never has there been a more fitting illustration of the fact that 'actions speak louder than words' than in the wealth of Paramount product announced and reported on in the columns of this issue of Paramount International News. There is plenty of word about "If I Were King," as well as about "Men With Wings" and "Zaza," the last-mentioned being labelled by Mr. Adolph Zukor as "The Best Paramount Picture of the past fifteen years."

And not only is there news about the greatness of the forthcoming product, but news continues to flow in from all quarters of the globe with regard to the great pictures of the immediate past.

We are certainly building upward from one greatness to a still greater one—and that's the progress that has been so typical of Paramount down through the years.



"HOUSE SOLD OUT" FOR LLOYD IN COPENHAGEN

Four months ago we pictured the front of the Metropol Theatre in Copenhagen. At that time the famous Danish cinema was just commencing a run with "Bluebeard's Eighth Wife."

It will surprise you (or will it?) to learn that the Metropol has had no other film premiere until "Professor Beware" came along, the Lubitsch film being a tenant for the entire four months. Incidentally, this season of 16 weeks was in line with a prophecy by General Manager Carl P. York, relaying it for Metropol Manager Jorgenson, that "Bluebeard" would "run all summer."

PARAMOUNT PUBLICATIONS

The month of September has brought another magnificent crop of material in the host of Paramount publications from all quarters of the globe.

One of our prime favorites (if we are to be allowed favorites) is Brazil's "Paramount em Accao," which for the month of August features the joy of the Brazilian Paramountees in the expected return of General Manager John L. Day, Jr., the sentiment being expressed in cartoon and in editorial matter. But this same issue also has a sad note, since an unforgettable page pays last respects to Dona Gabriella Goncalves de Silva, for 15 years an honored Paramount employee, who died July 11th.

Poland's "Doradca Filmowy" is certainly timely, the issue before us laying very heavy stress on the importance of "If I Were King." It is also the first of the Paramount publications to come to our attention with an already started teaser campaign on "Gulliver's Travels." That's enterprise for you!

England is making the most of the very fine critical London reviews on "The Texans," issuing them in attractive brochure style. And of course the "Paramount Service" of this territory continues to be one of the high-spot Paramount publications of the world. The September 3rd issue in particular paid deserved testimony to the box-office magnetism of the Paramount British Quota Picture, "This Man Is News," which we hail as one of the most entertaining films in a great many months.

Latest issue of Holland's "Paramount Koerier" is a booster for forthcoming Paramount product of the highest order. The issue goes pictorial for one of its rare occasions of this nature, and in addition to a fine editorial entitled "Inspiration plus Energy Equals Paramount" there is an article on Bob Burns that is topped off with an unforgettable heading. This article is entitled "Bezoek Bij Bob Burns, Beroemd Bazooka-Blazer." We ask you to remember that one and to try it out at your next Spelling Bee.

Australia-New Zealand has come across with a fine product announcement entitled "52 From Paramount, plus 6 Hopalong Cassidys." The booklet is in the form of a trade paper insert, and was additionally mailed to every exhibitor in the territory. Also it listed every exhibitor throughout Australia who has already signed a Paramount contract for 1939.

September issue of India's "Paramount Service" reveals that the standard of this fine publication continues, if anything, to advance with each succeeding issue. This number contains an arresting editorial on the pertinent

FELICITATIONS

The wedding of Sr. Americo Rosenberger and Senorita Aida Balog was solemnized in Buenos Aires, Argentina, on September 24, 1938. Our heartiest congratulations to the happy couple.

Sr. Rosenberger is head booker of the Argentine Division under the direction of Managing Director John B. Nathan.

PERSONAL NEWS



PARAMOUNT PRODUCT DISPLAY AT LEMBERG

Pictured above is the dignified yet compelling display erected under the direction of Paramount Manager M. F. Jordan at Lemberg, Poland, early in September. This particular trade fair is participated in by all Polish film producers as well as by the local representatives of foreign film producers. So attention-arresting was Paramount's display that it won the commendation of the Polish Vice-Minister of Trade.

subject of "Performance," a steady stream of information concerning forthcoming product, and a wealth of pictorial subject matter for the interest and information of the exhibitors of that part of the world.

Frank V. Kennebeck, manager in Bombay, has caused to be produced a very effective brochure on forthcoming product entitled "Paramount Leads the Parade." This listing of Paramount pictures to come has had a double coverage, for not only was it mailed to all exhibitors as a separate announcement, but it was also incorporated in "Paramount Service" circulating to all India exhibitors.

August 19th issue of Australia-New Zealand's "Punch of the Blue Ribbon Bunch" is packed full of news of the Paramountees who so gladly hail Managing Director Harry Hunter as their leader. In addition to a great deal of imposing sales and ad sales news the issue also contains many items of a personal nature. From these we select the news that Paramount Manager William S. Blood of Adelaide, South Australia, and Miss Gladys McGuinness of that same city, have become engaged to be married. The same news also applies to Paramount Salesman John Leonard Warren, of Auckland, New Zealand, concerning whom there is a story on another page. In this case the happy young lady is Miss Hilary Allison, of Christchurch, New Zealand.

NEWS EVENTS FROM AUSTRALIA AND N. Z.

At the beginning of September, just as the most successful Paramount Week in the history of this territory was ushered in, Managing Director Harry Hunter called a conference of the sales organization located in Sydney. Present were Messrs. William Hurworth (general sales manager), District Manager Fred Gawler, N.S.W. Manager Charles Hale, Salesman W. Hurworth, Jr., J. Taylor and H. Varcoe; Advertising and Publicity Manager Hermann E. Flynn, Ad Sales Managers Len Jones (Head Office) and Wilson Milligan (N.S.W.), and Manager of Releases Sydney O. Her-

bert. Announcement was made of as much of the new Paramount product as is on the studio's schedules, and great enthusiasm was manifest. Some of the newer pictures received in Sydney were also screened.

Following the meeting, Messrs. Hunter and Hurworth left by train for Perth, Western Australia, on the former's first visit to this capital city, and Mr. Hurworth's first visit in four years. While in the West they will screen "The Texans" and "Bluebeard's Eighth Wife" for the local exhibitors.

"The Sheik" is repeating here something of its triumph of 17 years ago. At that time it created what was a world's record by remaining at one theatre for 28 weeks, the picture being shown continuously 8 times daily.

District Manager Fred Gawler is one of the most air-minded Paramountees in this territory. He practically shuttles between the capitals (Sydney and Brisbane) in his territory by aeroplane. Makes the trip in about 3 hours: trains take a day.

It is very pleasant to note that Mrs. Sydney O. Herbert, wife of the Manager of Release Department, is making a steady and appreciable recovery from her recent serious illness.

GOOD NEWS FOR LATIN-AMERICAN DIVISIONS; TITO GUIZAR SINGS IN SPANISH AND PORTUGUESE

The Spanish-speaking territories will be joyful over the fact that in "St. Louis Blues" in which he will be starred, Tito Guizar sings at least 3 songs in Spanish.

He also, for the benefit of Brazil, sings one of his songs in Portuguese, having been expertly coached in accent and diction in this language by three Brazilian experts in Hollywood.

No opportunity should be overlooked in publicizing the foregoing important news.

ANOTHER PARAMOUNTEE PAYS TRIBUTE TO "MIS DOS AMORES"

There seems to be not the slightest doubt that the new Tito Guizar-Paramount release, "Miss Dos Amores" is going to be a tremendous success. Newest of the Paramountees in the field to pay tribute to the box-office magnificence of the film is Mr. Osvaldo Urrutia, manager in Peru.

Mr. Urrutia says of the picture that it is "The biggest production ever made in Spanish. It has everything. It is a picture that will break box-office records."

Moreover, he backs up his esteem by at once ordering two additional prints before release.

PERSONAL PARAGRAPHS

The month's departures from New York have been as heavy as were the arrivals last month.

Earliest to pick up his grip and speed back to his territory was the Leader of Los Revolucionarios, A. L. Pratchett. He left New York on board the Jamaica Saturday, September 3rd, and after a brief stay in Havana planned to go on to Panama. He was accompanied by Mrs. Robert L. Graham, wife of the Assistant Manager in Panama, who proceeded directly on to Panama.

Exactly a week later there was a mightier exodus. Americo Aboaf, accompanied by Mrs. Aboaf, departed for Rome on board the "Rex." Americo, stalwart among the contest winners, gathered a tremendous amount of production information as the result of his trip to the Studio, and is now undoubtedly looking around for more contests to cop.

John L. Day, Jr., terminating his Paris vacation which also included Stockholm, London and New York, departed on September 10th for Rio de Janeiro on board the "Southern Cross." He was accompanied by S. E. "Ted" Pierpoint, until recently General Manager in Central America, but now on a trip to Brazil as special representative.

Jasper D. Rapoport and his wife also returned to their Cuban spot on September 28th. The manager for Cuba heard plenty about new product and new plans, and the Pearl of the Caribbean (Cuba) will undoubtedly reflect this information in the famous Paramount Sales Drive due next month.

John B. Nathan, managing director of the Gaucho Division embracing Argentina, Paraguay and Uruguay, arrived with Mrs. Nathan and their infant son on board the "Southern Prince" September 14th. John brought glowing accounts of Paramount's product supremacy in the South American republics to a degree justifying the story which will be found elsewhere.

Mr. Nathan left New York for Hollywood on Sunday, October 2. Although he has been with Paramount for 15 years, and has been in the United States on many occasions, this is John's first visit to the Paramount production plant.

EXPLOITATION CONTEST ENTRIES NOW IN ANOTHER CONTEST

Our joy at getting such magnificent entries in the Paramount-on-Parade Around the World Contest did not allow itself to be confined to that endeavor. For a long while we have hoped and prayed for more entries to submit to the Quigley Awards Contest, in which you will recall that we won many outstanding prizes in years gone past.

So once we had done our own judging, and awarded the chief prizes to the entries from Brazil and England, a freight car took the books across to Radio City, where they now repose on a large table in the office of Exploitation Editor A. Mike Vogel, thirty floors above the street.

Next week a board of judges will sit to determine the quarterly awards, judging on which must take place immediately after September 30th. Which means that next month we should have some more good exploitation news for passing along to the world.

EXPLOITATION

TIGER STARRED IN LONDON STUNT FOR "BOOLOO"

A very noteworthy exploitation stunt was staged in London in connection with "Booloo" by Henry Taylor of the Paramount theatre department in the British capital. Not only did Mr. Taylor secure the cooperation of the tiger cub shown in the scene at right, but he also "roped" in comedian Sydney Howard, the famous British film comedian. What is additionally noteworthy is the fact that Mr. Howard makes films for other companies, yet consented to take part in the exploitation of a Paramount film. That seems to indicate fine diplomacy on the part of Mr. Taylor.



"HANK" HENRY'S HERCULEAN BATTLE WITH THE CROSBY 'PROBLEM'

The fact that Bing Crosby is not as overwhelmingly popular in the Philippines as he is in the United States was met in magnificent fashion by F. C. "Hank" Henry on "Doctor Rhythm," and his success should hearten you chaps in other lands where the absence of enthusiasm for Mr. Crosby's screen work is a definite sales obstacle.

Manager Henry determined to capitalize on the fact that just prior to the making of "Doctor Rhythm" Bing Crosby actually had been created a Doctor of Rhythm by Gonzaga University in the State of Washington. With this example before him, Mr. Henry arranged for a local band leader to have conferred on him the title of "Doctor of Rhythm," and to tie this event in with the premiere of the picture.

The stunt worked like a charm, with the result that the season of "Doctor Rhythm" at the Capitol Theatre in Manila started off with the assistance of 460 column inches of publicity and 720 inches of cooperative advertising, to say nothing of the vast amount of radio publicity connected with the patron-ballots cast for the selection of the band leader to be named as Crosby was.

And the net result—which is the vital factor in such a case—was that "Doctor Rhythm" grossed 11% above the average Crosby gross in the past, and 40% above the prior Crosby release, "Double or Nothing." So it is very evident that Mr. Henry's valiant work paid a handsome dividend.

Lloyd Nolan has been assigned as leading man to Gladys Swarthout in her forthcoming picture, "I Robbed A Bank."



EYE-FILLING EXPLOITATION IN PENANG

We are indebted to Paramount Manager Paul Verdayne in Singapore for this picture of a superlative slab of exploitation put on in Penang, Federated Malay States, by Mr. Ong Eng Chye, manager of the Queen's Theatre. Mr. Ong thought so highly of the appeal potentialities of "Her Jungle Love" that he caused this massive and exciting float to be built and displayed all around the city. Needless to say, overflow business resulted, the Dorothy Lamour-Ray Milland picture attracting the biggest attendance in months.

REG. FELTON, PUBLICITY MANAGER IN NEW ZEALAND, BLANKETS DOMINION WITH PARAMOUNT PUBLICITY

We have received from Wellington an array of compelling publicity evidencing the fine campaign staged throughout the Dominion by Paramount Publicity Manager Reg. Felton.

Included in this campaign was an issue of what is known as J. C. Williamson Movie News. This magazine has all of the appearance of a local publication, yet it's an expertly contrived piece of Paramount propaganda, its illustrations dealing solely with Paramount personalities. Also included was a brochure listing the Paramount releases for the first 26 weeks of the 1938-39 season, and an expertly contrived mimeographed publicity service.

Space does not permit our doing justice to the full details of Felton's campaign, but this energetic young Paramountee certainly made every post a winning post so far as Paramount publicity in New Zealand is concerned.

ARGENTINA WENT TO TOWN ON OLYMPE BRADNA

A very fitting presentation of the fact that "actions speak louder than words" came to hand recently in the form of a magnificent publicity campaign on Olympe Bradna put over in Argentina by Publicity Director Guillermo Fox and his energetic staff. The book reveals only too plainly that the entire staff 'went to town' on Miss Bradna, chiefly because they saw in her glowing material for film stardom—stardom for the prestige of Paramount.

The publicity book was given wide New York circulation and then despatched to Hollywood for studio perusal.



RIO DE JANEIRO'S CINE PLAZA SCORES AGAIN

It begins to look as though we are all going to become very Cine-Plaza-conscious. This is the second use of this famous Rio de Janeiro theatre front in the one issue. But we just couldn't help it. We took the photographs to a bunch of experts and asked which one we should use: one and all decided that the best thing to do was to use them both. So we did, and we're very happy that we did, because surely this is the very biggest and largest and mightiest Popeye the Sailor ever used to advertise "Popeye the Sailor Meets Ali Baba's Forty Thieves" anywhere in the world.

IMPORTANTES NOTÍCIAS DO MEZ

Mr. John W. Hicks Jr., vice-presidente da Paramount, partiu para a Europa em Setembro último, para uma de suas costumadas visitas ás succursaes da Companhia no velho continente, visita que supomos será uma das mais importantes por elle feitas. O illustre viajante permanecerá ausente de Nova York uns seis meses, mais ou menos.

Tivemos o prazer, na nossa matriz de Nova York, de apreciar na tela o filme "Se eu fôrrei." Todos que presenciaram essa primeira exhibição da grande fita estão acordes em proclamal-a a maior obra romântica que a Paramount já produziu. Ronald Colman, magnifico no seu desempenho, é admiravelmente coadjuvado por Basil Rathbone, que tem a seu cargo um type theatrical de grande relevo.

A celebração da Semana Paramount, este anno, na Australia e na Nova Zelândia, foi coroada de um exito estupendo, pois a renda obtida foi a maior que já se verificou nesses territórios.

No mez passado tivemos a grata surpresa que nos deu "Avalanche Vin-gadora" (Spawn of the North), a qual, já agora exhibida em varias cidades americanas, inclusive Nova York, está obtendo uma renda de bilheteria devérás grandiosa.

Uma notícia que será motivo de satisfação em toda a America Latina, é a que se aprende ao assignamento de um novo contrato de Tito Guizar com a Paramount. Tito trabalha agora na fita "St. Louis Blues," terminada a qual voltará provavelmente a actuar em fi'mes em castelhano, que serão distribuídos pela Paramount.

Henry Gordon, que foi gerente territorial na Trinidad, acaba de ser nomeado para gerente na America Central, com séde no Panamá. Robert L. Graham, que foi representante da Paramount na Australia e o havia sido no Mexico, passou a sub-gerente na America Central, enquanto Saul Jacobs, que era gerente em Guatemala, tem agora a mesma função em Trinidad.

Acha-se de visita em Nova York o sr. John B. Nathan, gerente da Paramount na Argentina, Uruguay e Paraguai. Acompanhado por sua excmo. esposa e filhinho, o sr. Nathan permanecerá aqui durante mais de um mez.

O Brasil ganhou o primeiro logar no concurso internacional de propaganda denominado Paramount on Parade Around the World, que se realizou em Março, Abril e Maio. O segundo logar coube á Inglaterra. Os resultados do concurso, do Brasil e dos Estados Unidos, foram enviados a Hollywood, afim de que as estrelas da Paramount escolham o titulo do campeonato internacional. Placas comemorativas foram enviadas á Australia, Japão, China, Philippines e Nova Zelândia, em virtude da contribuição desses paizes no citado concurso, as quaes despertaram admiração.

Causou grande satisfação o facto de haver cabido a Ray Milland e Ida Lupino os principais papeis de "The Light That Failed," filme Paramount que se baseia na obra de Rudyard Kipling, de fama mundial. Produção toda em côres, terá William Wellman como director. Já se sabe que a proxima producção de Frank Lloyd será "Rulers of the Sea" (Os Domindadores do Mar), que tratará da victoria da navegação a vapor sobre os navios a vela.



PANAMA PARAMOUNTERS DEDICATE THEIR NEW OFFICE IN JOVIAL STYLE

Late in August the head office of Paramount's Central American distribution was moved from Cristobal in the Canal Zone a comparatively short distance to Ancon, which is in the Republic of Panama. The inauguration of the new office was then proceeded with in the fashion that is customary in Latin American countries. The events were photographed and the above picture resulted.

Chief of the "Revolucionarios," A. L. Pratchett, is to be seen at the extreme right with one of his best confreres, Popeye the Paramounteer. Seated nearest to him is Assistant Manager Robert L. Graham. Two seats along from Bob is General Manager (at that time) for Central America, S. E. Pierpoint. And two seats again from him is Central American Manager Henry Gordon. The special note in connection with Mr. Pierpoint is occasioned by the fact that he has since been assigned on a special representative trip to Brazil.

Other Paramounters in the group are L. S. Constantine (standing beside Mr. Pratchett) and F. Aguilera.

Present in the group are Captain F. Caum and G. H. Kreil as representatives of the United States Army Circuit which maintains a series of army post theatres throughout the Canal Zone. Messrs. P. E. Kline and R. Wilheit are present in the group as representatives of the Panama Canal Clubs Circuit. Also in the group are Empresa Barrios of Panama City, Lic. I. Molino and J. A. Molino; Sres. Rodriguez and Calvo of the Eldorado Theatre, Sres. Millares and Fernandez of the Excelsior Theatre, R. Perez of the Roxy Theatre, J. Partridge of the Amador Theatre and P. Paz of the Chorrillo Theatre. Also representatives of all of the other film companies.



ANNA MAY WONG

Paramount's Celestial Star, who has the finest role of her career in "King of Chinatown."

"MIS DOS AMORES" APPEARS CERTAIN HIT FOR LATIN AMERICAN TERRITORIES

A. L. Pratchett, fiery leader of Los Revolucionarios, is positive that Tito Guizar's Paramount release, "Mis Dos Amores" is going to be a terrific hit in the Latin American territories he directs. He has not only his own opinion in this matter, but also the endorsement of the Cuban exhibitors which is set forth in the following cable despatched by him to Tito Guizar following the Havana trade showing of the picture:

AT HAVANA TRADESHOW "MIS DOS AMORES" PICTURE UNANIMOUSLY DECLARED BEST EVER. PHOTOGRAPHY, SOUND, CONTINUITY EXCELLENT. YOUR INTERPRETATION AND RENDITION OF SONGS PRONOUNCED SUPERB. "QUIHUBO" AND "JALANDO" ALREADY EXTREMELY POPULAR. I PERSONALLY CONGRATULATE YOU FOR YOUR OUTSTANDING PERFORMANCE AND IN THE NAME OF EVERY PARAMOUNTER IN MY DIVISION I THANK YOU FOR THIS SPLENDID ASSET TO OUR PROGRAMME. REGARDS TO YOU AND YOURS. (sgd.) A. L. PRATCHETT.

LES NOUVELLES DU MOIS A PARAMOUNT

Mr. John W. Hicks, Jr., notre vice-président, s'est embarqué pour l'Europe le 21 septembre pour une tournée d'affaires qui sera probablement la plus importante faite aux divers centres de Paramount sur le continent.

"If I Were King" a été vu par les directeurs de Paramount à New-York. Et ils déclarent que c'est par excellence le film romantique de l'année et l'un des plus grands produits par Paramount. Ronald Colman est magnifique dans le rôle principal, et il est admirablement supporté par Basil Rathbone qui contribue un des plus grands caractères jamais filmé.

La célébration de la Semaine Paramount en Australie et Nouvelle-Zélande pour 1938, la 18e des grandes célébrations de ce genre, a été la plus grosse semaine au point de vue affaires que Paramount ait jamais enrégistré dans cette partie du monde.

Le mois dernier "Span of the North" a retenu une grande partie de notre enthousiasme. Entre temps ce film a été projeté dans un certain nombre de centres en Amérique et se range comme un des cinq films les plus importants pour la recette de toutes les compagnies.

Tito Guizar vient de signer un contrat exclusif avec Paramount, et voilà une nouvelle qui remplira de joie tous les Paramountais de l'Amérique Latine. Tito paraît actuellement dans "St. Louis Blues" et sera probablement l'étoile d'autres films en langue espagnole produits par Paramount.

Henri Gordon, précédemment gérant à La Trinidad, a été nommé gérant pour l'Amérique Centrale, avec bureau central à Panama. Robert L. Graham, qui était représentant spécial en Australie, et avant cela pendant un an la même capacité à Mexico, a été nommé sous-gérant pour l'Amérique Centrale. Saul Jacobs, précédemment gérant pour le Guatemala, a été nommé gérant à la Trinidad.

John B. Nathan, directeur-gérant en Argentine, Uruguay et Paraguay, est à New-York pour sa première visite d'affaires en deux ans. Madame Nathan et le bébé, un fils, l'accompagnent.

Le Brésil a gagné la première place, et l'Angleterre la seconde, dans le concours international d'exploitation Paramount en Parade autour du Monde qui eut lieu en mars avril et mai dernier. On trouvera des détails complets autre part dans ce numéro. L'exhibition brésilienne a été envoyée à Hollywood en même temps que le gagnant américain, afin de permettre aux étoiles de Paramount de choisir le champion international. Cet honneur comporte en même temps qu'une bourse une magnifique plaque en argent. En outre des plaques commémoratives sont envoyées en Australie, au Japon, en Chine, aux Philippines et en Nouvelle-Zélande parce que leurs présentations ont évoqué une admiration particulière.

Une nouvelle importante dans la distribution des rôles est celle du choix de Ray Milland et Ida Lupino pour les vedettes dans la production technicolor par William

(Continued on Page 11)

IMPORTANTES NOTICIAS DEL PRESENTE MES

—Don John W. Hicks Jr., vicepresidente de la Paramount, salió el 21 de septiembre para Europa a fin de efectuar lo que será sin duda una de las jiras de negocios más importantes que haya llevado a cabo. Durante su ausencia de Nueva York, que durará unos seis meses, visitará los principales centros paramountistas de ultramar.

—Después de haber visto en exhibición previa la película "Si yo fuera Rey" ("If I Were King"), los altos empleados de la Paramount en Nueva York convinieron a una en que es esta romántica producción la más sobresaliente de la temporada, y una de las de mayor entidad que ha editado la Paramount desde que existe. Ronald Colman en su papel de protagonista está magnífico, y se halla admirablemente secundado por Basil Rathbone, el cual lleva a cabo una de las mejores caracterizaciones de la pantalla.

La Semana de la Paramount en Australia y la Nueva Zelanda, celebrada este año de 1938 por la décimooctava vez, ha sido acontecimiento que dió por resultado que fuese dicha semana la más fructuosa de cuantas ha tenido la Paramount en esas islas.

—El mes pasado pidió la mayor parte de nuestro entusiasmo la película "Lobos del Norte" (*Spawn of the North*), la cual, de entonces para acá, se ha estrenado en buen número de ciudades norteamericanas y figura en la actualidad entre las cinco películas a las que corresponden los mayores éxitos de taquilla.

—Noticia que causará particular satisfacción a todos los paramountistas latinoamericanos es la de haber firmado Tito Guizar contrato exclusivo con la Paramount, la cual lo presentará ahora en "St. Louis Blues," y, probablemente, en películas habladas en castellano cuya distribución correrá a su cargo.

—Don Henry Gordon, gerente de la Paramount en Trinidad, pasa a la América Central con igual cargo y residencia en Panamá. Don Robert L. Graham, representante especial de la Paramount en Australia, que había desempeñado antes, por espacio de un año, igual cargo en México, que da ahora destinado a la América Central en calidad de gerente auxiliar. Don Saúl Jacobs, gerente en Guatemala, pasa a ocupar igual puesto en las oficinas de la Paramount en Trinidad.

—Dou John B. Nathan, director-gerente de la Paramount en la Argentina, el Uruguay y el Paraguay, se halla en Nueva York en viaje de negocios, el primero que efectúa en dos años. Lo acompaña su señora esposa y su pequeño hijo.

—El Brasil ha alcanzado el primer puesto, e Inglaterra el segun-

(Continued from opposite page)

Wellman du fameux roman "The Light That Failed" de Rudyard Kipling. On annonce également que la prochaine production de Frank Lloyd sera "Rulers of the Sea," qui n'illustrera pas une ligne de navigation à vapeur en particulier, ni un pays maritime, mais qui montrera la victoire du vapeur sur le bateau à voile.



TITO GUIZAR IN ANOTHER ROMANTIC ROLE

Pictured here is a scene from "St. Louis Blues," with Mary Parker, Tito Guizar and Lloyd Nolan the principals. Tito is in this film given his finest opportunity in an English-language picture, and in addition to singing several songs in English and Spanish (and one song in Portuguese for Brazil), he has the best romantic role of his career.

do, en el Concurso del Desfile Mundial de la Paramount que se efectuó durante marzo, abril y mayo. En otra página damos por menores acerca de esto. Lo presentado por el Brasil se envió a Hollywood, así como lo que alcanzó premio en los Estados Unidos, a fin de elegir por medio de las estrellas de la Paramount el campeonato internacional. La distinción lleva consigo una magnifica tarjeta de plata, además del premio en efectivo. Hanse enviado además tarjetas especiales conmemorativas a Australia, el Japón, China, las Filipinas y la Nueva Zelanda en reconocimiento al mérito de lo que presentaron.

—Noticia de importancia en la que respecta a repartos, es la de que Ray Milland e Ida Lupino hayan sido los elegidos para los dos papeles principales de una producción en Technicolor de William Wellman inspirada en la famosa novela de Rudyard Kipling titulada "Luz que se apaga." Anúnciese asimismo que la próxima producción de Frank Lloyd será "Amos del mar" (título provisional de "Rulers of the Sea"), la cual no se referirá específicamente una compañía de vapores o a una nación, sino pintará, de modo general, la preponderancia de los buques de vapor sobre los de vela.

DIE WICHTIGSTEN PARAMOUNT NEUIGKEITEN DES MONATES

Herr Vizepräsident John W. Hicks Jr., trat am 21. September seine Europareise an, welche sich ohne Zweifel zur wichtigsten Geschäftsreise gestalten wird, die er je für Paramount unternommen hat, stattet er doch allen europäischen Hauptstädten einen Besuch ab. Er gedenkt ca. 6 Monate von New York abwesend zu sein.

Anlässlich einer Privatvorführung wurde den Direktoren der New Yorker Zentrale "If I Were King" gezeigt. Alle Herren haben einstimmig erklärt, dass es nicht nur der roman-

tischste Film des Jahres sondern gleichzeitig einer der hervorragendsten Filme ist, die Paramount je produziert hat. Ronald Colman ist einfach grossartig in der Starrolle und wird von Basil Rathbone, der in diesem Film die beste Charakterrolle darstellt, die wohl je in einem Film porträtiert worden ist, aufs vorzüglichste unterstützt.

Die sich in diesem Jahre in Australien und Neu-Seeland zum 18. Male jährende Feier der Paramount Woche war ein durchschlagender Erfolg. Paramount hat in diesem Teile der Welt noch nie innerhalb einer Woche derartig grosse Kasseneinnahmen zu verzeichnen gehabt.

Mit unserer letzten Ausgabe brauchen wir Ihnen einen begeisterten Bericht über "Spawn of the North." Dieser Film, der inzwischen im hiesigen Verleih erscheinen ist, ist überall zu einem der fünf besten in dieser Saison von der gesamten amerikanischen Filmindustrie produzierten Film ernannt worden.

Hier ist eine Nachricht, die bei allen Spanisch sprechenden Paramountern grosse Freude auslösen wird: Tito Guizar ist von Paramount kontraktlich verpflichtet worden und zwar wird sieh seine Tätigkeit ausschliesslich auf Paramountfilme erstrecken. Der sich grosser Beliebtheit erfreuende Künstler arbeitet momentan an "St. Louis Blues" und wird sicherlich die Starrolle in diversen anderen spanischen Filmen übernehmen, welche im Paramount Verleih erscheinen werden.

Henry Gordon, der frühere Paramount Direktor für Trinidad, ist zum Direktor für Zentral-Amerika ernannt worden und wird seinen Sitz in Panama haben. Robert L. Graham, unser bisheriger Sonder-Repräsentant in Australien, der früher einmal ein Jahr lang den gleichen Posten in Mexiko bekleidete, ist Herrn Gordon als Stellvertreter zugewiesen worden, während Saul Jacobs, der frühere Direktor für Guatemala, zum Manager für Trinidad ernannt worden ist.

Herr John B. Nathan, leitender Direktor für Argentinien, Uruguay und Paraguay, befindet sich nach einer zweijährigen Abwesenheit wieder einmal in New York, und zwar in Be-

gung seiner Familie.

Brasilien gewann den 1. und England den 2. Preis im internationalen von März bis Mai dieses Jahres laufenden Wettbewerb "Paramount Parade Rund um die Welt." Alle Einzelheiten finden Sie in einem anderen Teil dieser Ausgabe. Brasiliens Ergebnis ist zusammen mit dem des amerikanischen Siegers nach Hollywood weitergeleitet worden und es wird den Paramount Stars überlassen, den endgültigen internationalen Sieger festzustellen. Ihm steht eine herrliche Silberplakette und ein angenehmer Bargeldpreis zu. Als besondere Anerkennung für die Filialen Australien, Japan, China, Philippinen und Neu-Seeland, sind ihnen Sonderplaketten zugesprochen worden.

Aus den Hollywood Ateliers hören wir, dass Ray Milland und Ida Lupino für William Wellman's Farbenfilm "The Light That Failed," dem der gleichnamige berühmte Roman von Rudyard Kipling zugrunde liegt, verpflichtet worden sind. Ferner wurde bekanntgegeben, dass Frank Lloyd's nächster Film "Ruler of the Sea" nicht eine einzelne Dampfschiffahrtsgesellschaft oder eine Nation behandelt, sondern die ganze Entwicklung der Schiffahrt vom Segler bis zum Dampfschiff.

HET OVERWELDIGENDE NIEUWS VAN DE MAAND

Vice President, John W. Hicks Jr., is 21 September naar Europa vertrokken op een inspectie reis, welke ongetwijfeld vrystrekende gevolgen zal hebben voor Paramount in Europa. Hij is voornemens ongeveer een half jaar weg te blijven.

"If I Were King" is vertoond in het hoofdkantoor, te New York, voor de Directie. Zij verklaren eensgezind dat dit de romantische film van het jaar is en een der beste films ooit door Paramount geproduceerd. Het is een lust Ronald Colman in de hoofdrol te zien alsmede Basil Rathbone, die in deze film een van de overtuigendste karakter rollen vertolkt uit zijn gansche carrière.

De achtende jaarlijksche viering van 'Paramount Week' in Australië en in Nieuw Zeeland, was een geweldig succes....het grootste in de Paramount geschiedenis in die gewesten.

Verleden maand richten wij het leeuwendel van onzen lof aan 'Spawn of the North'. Intusschen is de film uitgebracht in de voornaamste steden in de Ver. Staten, waar de rolprent gerangschikt wordt onder de vijf beste films van het loopende seizoen.

Tito Guizar heeft een contract getekend om uitsluitend op te treden in Paramount films, hetgeen de Zuid-Amerikanen wel zal verheugen. Guizar is op het oogenblik te zien in "St. Louis Blues" en zal ongetwijfeld een rol krijgen in de door ons te produceren films in de Spaansche taal.

Henry Gordon, voorheen directeur in Trinidad, is benoemd tot algemeen directeur van Centraal Amerika, met Panama als zetel. Robert L. Graham, voorheen speciaal vertegenwoordiger in Australië, en daarvoor een jaar in Mexico in dezelfde capaciteit, is tot assistent directeur van Centraal Amerika bevorderd. Saul Jacobs, de voormalige directeur van Guatemala, is overgeplaatst naar Trinidad.

John B. Nathan, directeur van Argentinië, Uruguay en Paraguay, vertoet op het oogenblik in New York. Dit is zijn eerste bezoek aan New York in twee jaar. Zijn echtgenoot en zoontje vergezellen hem.

(Continued on Page 12)

MÅNADENS VIKTIGASTE NYHETER.

Vår vice-president John W. Hicks Jr. avreste till Europa den 21sta september på kanske den mest viktiga av alla affärsresor han någonsin företagit till de olika Paramountcentralerna på kontinenten. Han kommer att vara borta från New York för omkring sex månader.

"If I Were King" har beskådats av Paramounts högsta chefer i New York. De är alla övertygade om att denna är årets mest romantiska film, och en av de bästa Paramountfilmer någonsin gjord. Ronald Colman är helt enkelt magnifik i huvudrollen, och är sekunderad av ingen mindre än Basil Rathbone, som gör en av de allra bästa karaktärssroller, som någonsin setts på filmen.

Paramounts stora årliga karnevalsvecka 1938 i Australien och Nya Zealand, den aderterande i följd för varje år av detta storartade möte, hade som resultat den mest giuvande affärsvecka som Paramount någonsin haft i denna del av världen.

I förra månaden slösade vi en stor del av vår entusiasm på "Spawn of the North." Under tiden har filmen visats i ett stort antal stort antal av Amerikas störstäder och här visat sig vara en stor "box-office" film, en av de största inberäknat alla bolags.

Tito Guizar har skrivit ett nytt Paramountkontrakt, som kommer att glädja alla Paramountärer i Spanskamerika. Tito arbetar för närvarande i filmen "St. Louis Blues" och kommer antagligen att bli stjärnan i en annan spansktalande film för Paramount.

Henry Gordon, vår förra chef i Trinidad, har blivit utnämnd till chef i Centralamerika, med huvudkontor i Panama. Robert L. Graham, före detta särskild representant i Australien, och före detta för ett år i Mexico i samma arbete, har blivit utnämnd som assisterande chef för Central Amerika. Saul Jacobs, förra chefen för Guatemala, har blivit chef i Trinidat.

John B. Nathan, högsta chefen för Argentina, Uruguay och Paraguay, är på besök i New York för första gången på två år. Hans fru och lilla son är också med honom.

Brasilien vann fösta priset, och England andra priset, i den internationella Paramount on Parade Around the World exploitationstävlan, som hölls i mars, april och maj. Alla detaljer återfinnas på en annan sida i detta nummer. Brasilien deltar med Hollywood i en tävling att välja vem som skall bli internationell champion. Dommarerna bli Paramounts stjärnor. Hederpriset blir en magnifik silvervägare plus ett penningpris. Tillika kommer minnesplattor att bli avsända till Australien, Japan, Kina, till Filippinerna och Nya Zealand, därfor att dessa lands tävlade väckte beundran.

En viktig nyhet är att Ray Milland och Ida Lupino har fått huvudrollerna i William Wellmans färgfilm byggd på Rudyard Kiplings beryktade novell "The Light That Failed." Vi kunnar också meddela att Frank Lloyds nästa storfilm kommer att bli "Rulers of the Sea," som inte kommer att visa just en särskild ångbåtslinje, eller nådon

IMPORTANTI NOTIZIE DEL MESE.

Il Vice Presidente Sig. John W. Hicks e' partito alla volta d'Europa il 21 Settembre per intraprendere, indubbiamente, una delle piu' importanti visite d'affari che egli abbia mai fatto ai diversi centri del Paramount nel continente. Egli intende rimanere assente da New York per circa sei mesi.

La pellicola "If I Were King" (S'io fossi Re') e' stata vista dagli Esecutivi del Paramount in New York. Essi hanno dichiarato ad unanimità una delle piu' maestose pellicole dell'anno e una delle piu' suntuose che la Paramount Pictures abbia mai prodotto. Ronald Colman e' magnifico nel ruolo principale ed ha una coadiuvazione eccellente da Basil Rathbone il quale contribuisce una delle piu' grandi parti mai registrate su una pellicola.

La celebrazione della settimana Paramount del 1938 in Australia e Nuova Zelanda, la 18ma. consecutiva celebrazione di questo grande evento, e' risultata in uno dei piu' grandi affari della Paramount in quella parte del globo.

Il mese scorso buona parte del pubblico entusiasmo e' stato rivolto alla pellicola "Spawn of the North." Contemporaneamente questa pellicola e' stata rilasciata in diverse principali citta' d'America e ha dato prova di essere una delle prime cinque produzioni che abbia fatto piu' incassi di tutte le compagnie.

A Tito Guizar gli e' stato dato un contratto esclusivo colla Paramount, un fatto che rechera' piacere ai simpatizzanti del Paramount nell'America latina. Tito si esibirà presentemente nella pellicola "St. Louis Blues" e sara' forse protagonista in altre pellicole spagnole di produzione Paramount.

Henry Gordon, ditettore manager in Argentina, Uruguay e Paraguay, si trova, presentemente, in New York; la sua prima visita in due anni. Sua moglie e bambino l'accompagnano.

Il Brasile ha vinto il primo posto, e l'Inghilterra il secondo posto nel concorso tenutosi nei mesi di Marzo, Aprile, Maggio del Parade Around nel Mondo. Pieni particolari in altra pagina della presente pubblicazione. La risposta al concorso del Brasile e' stata mandata a Hollywood, assieme al vincitore americano, per essere aggiudicato il campionato internazionale dalle stelle del Paramount. L'onore porta con se una splendida placcia di argento oltre ad un premio in contanti. Inoltre placche commemorative sono state mandate all'Australia, Giappone e China; le isole Filippine e Nuova Zelanda perche' la loro adesione al concorso ha suscitato particolare ammirazione.

Una notizia molto importante e' quella delle parti principali che Ray Milland e Ida Lupino avranno nella produzione a colori di William Wellman della famosa novella di Kipling: "The Light That Failed." E' stato pure annunciato che Frank Lloyd prodrurra' prossimamente "Ruler Of The Sea" che non avra' nulla in rapporto ad alcuna compagnia di navigazione, o nazione, ma descrivera' la marcia ascensionale della nave a motore su quella a vela.

viss nation, utan istället kommer att visa övergången från segelskuta till ångbåt.

(Continued from Page 11)

Brazilië won de eerste, Engeland de tweede plaats in het internationale concours van Paramount On Parade Around the World, gedurende verleden Maart, April en Mei. Bizonderheden zijn te vinden in dit nummer. De inzending van Brazilië is doorgezonden naar Hollywood, tegelijk met den Amerikaanschen winnaar, voor selectie door Paramount sterren van het internationale concours. Bovendien worden herdenkings platen gezonden aan Australië,

Japan, China en de Philippijnen, omdat hun inzendingen bizarnder de aandacht trokken.

Van speciaal belang is de mededeling, dat Ray Milland en Ida Lupino de hoofdrollen zullen spelen in de Technicolor productie 'The Light That Failed' van Rudyard Kipling, welke geregisseerd zal worden door William Wellman. Tegelijk wordt bekend gemaakt dat de volgende film van Frank Lloyd 'Rulers of the Sea' is, een verhaal over het plaats maken van het zeilschip voor de stoomboot.

**Within
a month
now**

**MEN
WITH
WINGS**

**TECHNICOLOR
TREMENDOUS**

**Another Film to Make You
Proud You're a Paramounteer**

Paramount

INTERNATIONAL NEWS

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Paramount

INTERNATIONAL NEWS

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interest of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry Edited by Albert Deane

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No. 11

"MEN WITH WINGS" TRIUMPHANT

"Men With Wings" represents the triumph of a magnificent venture allied with an unwavering faith. A little more than a year and nine months ago a group of Paramount executives, assembled in Los Angeles to pay tribute to Adolph Zukor's Silver Jubilee, first were told of the Studio's plans to make an aerial picture that would in effect be a cavalcade of Man's progress in lifting himself from the earth into the air. The assembly was told that the picture would be in technicolor, and that it would be directed by William Wellman, the man who made "Wings" eleven years ago as a picture which, until the 1937 meeting in Hollywood had stood as the world's unmatched aviation epic. Wellman himself spoke to the assembly and told something of his plans. And from that point on the Studio went to work. The result is "Men With Wings," a spectacular epic as big and exciting as the subject it encompasses. It has been filmed in truly breathtaking technicolor and its thoroughly capable cast has breathed a marvelous sense of reality into the highly dramatic story on which the aerial thrills are mounted. It is definitely a picture which does not need here any sales impetus, for Paramountees everywhere throughout the world have already recognized it as one of the towering productions of all time and will do by it as it deserves to be done by.

CONTEST

Explained and expounded on the opposite page is the Contest which Mr. Hicks devised before he sailed for Europe, and which is designed to wind up this eventful year in a blaze of solid achievement. In more ways than one the year 1939 ushers in a new era for Paramount. It is evident already that we will have in this year more great Paramount product than in any year in the past; these final months of 1938 evidencing the fact beyond all doubt. It is likewise evident, also through this fact, that 1939 is going to be a greater year than many in the past for the personal advancement of the right Paramountees everywhere. These circumstances being "the writing on the wall," it is only in the normal course of events for the current year to be ended with accounts squared and decks cleared for the major tasks ahead. That, in effect, is the spirit of the Contest covering the final four months of the year.

PRESSBOOKS

The veriest imagination should tell you that Paramount has easily the finest, most informative and most constructive pressbooks of any company in the film business. From a wealth of material supplied by the studio's advertising department, the pressbook department in New York City toils unremittingly, day and night, to provide the entire world with material to help exhibitors screening Paramount Pictures secure the ultimate in returns from these pictures. All that we hope is that Paramountees everywhere are putting these pressbooks to the finest possible uses.



VICE-PRESIDENT

The current assumption by Mr. Hicks of the Managing Directorship of Paramount Film Service Limited of Great Britain and of all the associated and affiliated organizations is simply one more demonstration of the remarkable ability of the Foreign Legion's Leader to absorb an almost unbelievable amount of work. For this great task, brought about by the resignation of Mr. John Cecil Graham, is being shouldered by Mr. Hicks in addition to his duties of world generalship entailed by his office of Vice President in charge of foreign distribution. The assumption of the Managing Directorship in London came about automati-

cally, and this fort will be held by Mr. Hicks until such time as a successor to the post vacated by Mr. Graham is named. In the meantime he has the priceless assistance and the most thorough and loyal cooperation of the very able and very efficient British Paramount organization back of him in all undertakings. It is also noteworthy to add here that, as is customary in all territorial surveys made by Mr. Hicks, he is constantly in touch with New York by mail on all matters of routine, by cable on all matters of importance and by telephone in all vital cases. He retains the executive guidance of Paramount's entire foreign activities wherever he happens to be.

ASSISTANT

An automatic corollary of the foregoing news is the fact that while Mr. Hicks is abroad, his executive assistant in New York, George Weltner, continues as his liaison. Mr. Weltner relays to him all matters that he should know about, transmits to the Company's officials all overseas facts of Paramount importance, and keeps Home Office functioning in such a way as to best serve the ramifications of the organization in all parts of the world. It has been in this capacity of executive assistant that Mr. Weltner has served Mr. Hicks in all of the many trips that the Foreign Legion Leader has made abroad, and he continues in the same capacity in this occasion, which is unquestionably the most important trip that Mr. Hicks has ever made.



NEW PRIZE CONTEST

Our Commercial Aim Is to Make 1938's Final Four Months the Collection Gems of the Century

There's a brand new contest under way. It has aim, it has purpose—and it has magnificent reward. It has been detailed by letter instructions from Mr. Hicks and has been under way since the beginning of September. With this issue of Paramount International News it enters its third month, and as has been our wont in such circumstances we are in the position of being able to publish the first standings.

These standings are listed below, together with footnotes covering such exceptional circumstances as world events dictate.

On December 1st. we will have standings as at the end of October, and in this fashion we will be able to publish the winners in the issue of February 1st.

The event is known as a Collection Contest. In this respect it works two ways: the one who collects the most also collects the most. In other words, he who gets gets. Or perhaps **you** have a simpler way of explaining it. All that we know is what we publish here—and to us the rewards look mighty enticing. We are moved editorially to also point out that there is a section of rewards for the Divisions and another one for the Countries, which of course means that there are no penalties and that everyone is on the fairest possible basis.

We have no editorial comment regarding who's where, and why: the places and the facts speak for themselves, even as they will again next month.

HOW THE DIVISIONS AND COUNTRIES STAND AS OF OCTOBER 1, 1938 !

Given below are the numerical placements of the various contending factors in this vitally important drive. Instead of a footnote covering exceptions to the case, we are listing here the three territories which, for reasons beyond our control, cannot be included in the line-up of contenders. **These three are Japan, Italy and China.** Otherwise the results will be found as follows:

THE COUNTRIES

Java	1	GROVES	1
Chile	2	DEL VILLAR	2
Sweden	3	HUNTER	3
Finland	4	YORK	4
Australia-New Zealand	5	NATHAN	5
Denmark	6	DAY	6
Germany	7	KLARSFELD	7
Peru	8	(Great Britain)	8
Hungary	9	Olsen	9
Norway	10	PRATCHETT	10
Uruguay	11	BALLANCE	11
Argentina	12		
Philippines	13		
Straits Settlements	14		
Brazil	15		
Cuba	16		
France	17		
Guatemala	18		
Great Britain	19		
Trinidad	20		
Puerto Rico	21		
Holland	22		
Poland	23		
Jugo-Slavia	24		
India	25		
Roumania	26		
Czechoslovakia	27		
Panama	28		
Colombia	29		
Mexico	30		

THE DIVISIONS

1 GROVES	1
2 DEL VILLAR	2
3 HUNTER	3
4 YORK	4
5 NATHAN	5
6 DAY	6
7 KLARSFELD	7
8 (Great Britain)	8
9 OLSEN	9
10 PRATCHETT	10
11 BALLANCE	11

THE PRIZES

Manager of Winning Division (on basis outlined in Mr. Hicks' letter) \$500.00
 Manager, 2nd Division \$350.00
 Manager, 3rd Division \$200.00

Entire Staff of Winning Country (according to letter instructions) will receive 2 weeks' salary additional.

Entire Staff of 2nd Country, one week's salary additional.

Entire Staff of 3rd Country, one-half week's salary additional.

* * * * These four stars from the Paramount diadem go as an unofficial citation to General Foreign Representative Fred W. Lange for his unheralded but none the less brilliant services to Paramount in maintaining morale, cheerfulness and service to the Continental Division during the recent overwhelming international crisis.

PARAMOUNT PUBLICATIONS

India continues to maintain a high level of editorial quality in "Paramount Service," the September and October issues being fine barometers of current and forthcoming product....The release of the high-calibre Paramount British Quota production, *A Royal Divorce* saw also the issuance of some superb high-calibre publicity and advertising by the publicity department in London. Particularly noteworthy were a souvenir issue of "Paramount Service" and a 'proclamation' broadside done in real regal fashion....Scandinavia's "Paramount," that multi-language publication that is so much better than this one that there is absolutely no comparison, has resumed publication now that the Scandinavian summer has ended. The September issue is so packed with meaty material that we can simply report that it is the best issue to date—that the literary quality of the Swedish, Norwegian, Danish and Finnish writing is incomparably descriptive—and let it go at that.

Poland's "Dorada Filmowy" this time is very largely a *Booloo* issue, although the other great pictures coming along for release have not by any means been neglected. The issue is colorfully printed in red and black and has devoted some space to the magnificent Trade Fair display arranged by Manager M. F. Jordan and illustrated by us last month.

Australia's "Punch" has also been carried away by enthusiasm for the new product. So much so that the issue before us, dated September 2, has a 16-page illustrated colored supplement giving scenes from the new pictures and other data dealing with the might of the new Paramount programme. All of this, of course, in addition to the regular newsy news about the men and women of the Blue Ribbon Bunch.

London issued a notable broadside on *Spawn of the North*, styling the picture a "Box-Office Knockout" on the cover of the very effective piece of advertising. The inside of the broadside carried excerpts from the pick of the London critics' reviews on the picture.

Issue Number 34 of Holland's "Paramount Koerier" was devoted almost exclusively to *Spawn of the North* and *Men With Wings*. There's no doubt of the ability of the Paramounters of the Netherlands to know the big pictures in advance.

September issue of Great Britain's famous publication, "The Paragram" is well up to the magnificent standard set by this tangible expression of the Paramount Spirit in the Bulldog Division. As has been the custom, the magazine is a fine and skillful blending of policy, personal and production matters and certainly is an ideal medium for keeping the British Division thoroughly informed on all matters concerning them.

We acknowledge receipt of the September issue of Brazil's "Paramount em Accao" and at the risk of being considered repetitious we again voice our admiration for this very fine piece of Paramount informativeness and appreciation of effort. General Manager John L. Day, Jr., has every reason to be proud of the sterling publicity force which makes the appearance of this fine house organ possible.

September 26th issue of Austra-

A Pocketful of Dreams

—by Par.



No wonder the Lifting Song Hit of "Sing You Sinners" is the top-ranking melody in America today.

BRILLIANT WORLD PREMIERE FOR "A ROYAL DIVORCE"

London Society were present in force at the World Premiere of "A Royal Divorce" at the Carlton Theatre, Haymarket, London, on Thursday evening, September 29th.

The occasion provided an illustration of the characteristic sang froid of the British public who despite the international tension swarmed to the Haymarket in enormous numbers to see the celebrities. Some time before the performance was due to commence the Haymarket pavements and roadway were so crowded that the police had to clear a way for cars arriving at the theatre.

The film itself was received with enthusiasm by an audience largely composed of theatrical notabilities, and after the performance Miss Chatterton and M. Blanchard were mobbed by a crowd of autograph fans. Admiration was divided between Miss Chatterton for her

Lia's "Punch" is an issue in which the magnificent new Paramount product is jubilantly hailed. It also has an inspiring editorial bearing on the new contest which we fully announce this month, and in which Australia and New Zealand appear to be determined to wipe out their recent record of "almosts" and to come through with a winning streak.



Shown above are Ruth Chatterton and Pierre Blanchard, stars of "A Royal Divorce." At the extreme right is Noel Coward, and at the right is Jack Raymond, director of the film.

brilliant performance in the role of the Empress, and M. Blanchard for his striking portrayal of the strange, solitary, yet human and vital character of Napoleon.

The theatre filled up rapidly in the evening and ticket-holders had difficulty in getting through the crowds to their seats. The patience of the spectators however, was well rewarded, and the seekers of signatures gathered a goodly harvest.

Among the well known people present were Mr. and Mrs. David Rose, Lord McGowan, Miss Ruth Chatterton, M. Pierre Blanchard, Mr. Herbert Wilcox, Mr. Jack Raymond, Mr. Noel Coward, Miss Anniel Lee, Mr. Cland Leigh, Comt and Countess John McCormick.



A FINAL LOOK BEFORE SAILING FOR JAPAN

After a sustained and most informative visit to the United States, J. William Piper, Manager in Japan, returned to his territory the middle of last month. He is shown above with Eddie Schellhorn, representative of the Foreign Department in the Studio, taking a last look at the manufactory of so many fine Paramount productions.

"THE SHEIK" IN INDIA REVIVED MEMORIES

Bombay Manager Frank V. Kennebeck has sent us some accounts of fascinatingly interesting sidelights on the season of the old Paramount production, "The Sheik" in India.

The most noteworthy of these sidelights was the appearance, in the "In Memoriam" columns of The Times of India, of a number of death anniversary notices inserted by admirers of Rudolph Valentino, the star of the picture, whose passing assumed all the proportions of an international calamity.

Mr. Kennebeck also forwarded news regarding the making of several splendid new Paramount contracts for 1939, notably one with the Eros Theatre in Bombay, one of the newest and most palatial film houses in India. The Bombay Manager forwarded photographs of this palatial structure, and the fact that Paramount Pictures will be screened there for a minimum of 32 weeks out of 1939 augurs well for the success of the Indian division during the coming year.

From India have also come reports that the local exhibitors are awaiting, with ill-concealed impatience, the advent of Paramount's major films—"If I Were King," "Men With Wings" and "Zaza."

Profound Regrets

Paramountees everywhere throughout the world bow their heads in sorrow at the untimely passing of Elmer J. Barnard, Indianapolis (U. S. A.) branch manager, who was associated with the company since 1924.



At left is the front of the Paramount Theatre in New York. Top right shows Louise Campbell, co-star of "Men With Wings" with Director-Producer William Wellman (right) and the two pilots and steward of a plane which was brought to earth in America a few days ago a mass of flames. The entire personnel of passengers and crew was saved by the skill of the pilots and the coolness of the steward. In the lower scene, Paramount executives Y. Frank Freeman (left) and Austin Keough entertain aviatrices Jacqueline Cochran and Ruth Nichols with Paramount anecdotes at the "Men With Wings" dinner which preceded the premiere of the film at the Paramount Theatre.

"MEN WITH WINGS" LAUNCHED IN NEW YORK WITH A TRIUMPHANT ROAR OF ACCLAIM

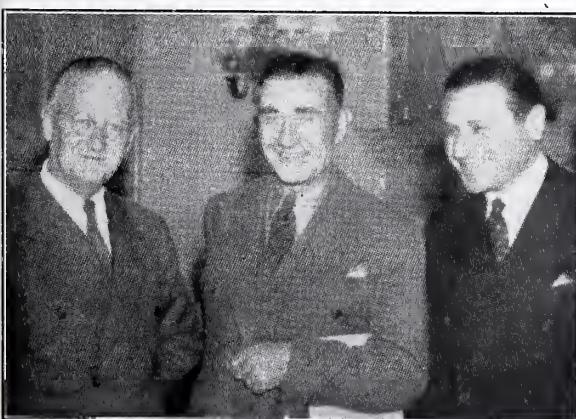
Gala Historic Dinner at Astor is Prelude to Unfoldment of Aviation Epic at Theatre

Attended by the elite of the Nation's military and naval aviation officers, executives of Paramount, representatives of the country's chief aviation representatives, and at least one star of "Men With Wings," the now nationally famous Association of Men With Wings gathered at the Hotel Astor in New York City on the evening of October 25th for the purpose of paying tribute to the pioneer aviators of the world, and for the later purpose of attending the premiere of the William Wellman aviation epic at the Paramount Theatre. The event was a complete and inspiring success and was so acclaimed by the press of the land.

This same press the following day united in paying critical tribute to the technicolor triumph of what now stands supreme as the towering aviation achievement of screendom. Proof of this is to be found in the excerpts from the reviews which are now speeding to the four corners of the world.

Paramount has another great hit on its hands—and how happy those hands are.

A TRIO ABOUT TO SEE "IF I WERE KING"



Depicted here are Messrs. John W. Hicks, Jr., Frank Lloyd and David E. Rose. The occasion is the press showing of "If I Were King" at the Plaza Theatre in London. The spirit appears to be one of extreme pleasure over such a fine picture.

LONDON THRILLS TO MAGNIFICENT REALISM, SPECTACLE AND ROMANCE OF "IF I WERE KING"

Frank Lloyd's Colman-Starring Film Attracts Enthusiastic Press Reviews

On Thursday, October 20th, London saw "If I Were King" at Paramount's Plaza Theatre. The event, as reported in a cable signed by Mr. Hicks, was an unforgettable one.

The picture was premiered in gala atmosphere, with celebrities of stage, screen and society in profuse attendance. A magnificent advance campaign, given the real personal touch by the presence in London of Producer-Director Frank Lloyd himself, heralded the picture, and the press took possession of the campaign from that point on.

Cables carried word of the press enthusiasm for the picture, the reviews being epitomized by one line from the London Daily Mail which characterized the production as "a picture in a thousand."

Further reports indicate that business is maintaining a level of consistent excellence, with the prospect in view of a very long run for the film.

MR. HICKS STAGES CONTINENTAL MEET IN LONDON; SCREENS PRODUCT

Paramount's Foreign Legion Leader, at present carrying the job of Managing Director of the British organization in addition to his world-wide responsibilities, held in London during the weekend of October 22nd, a meeting of several of the Continental Division managers. In attendance were Fred W. Lange, general foreign representative; Henri Klarsfeld, Andre Olsen and Andre Ullmann.

Several of the important new pictures were screened to this gathering, and in reporting these screenings to Mr. Weltner by cable, Mr. Hicks said: "Screened MEN WITH WINGS which is grand, gorgeous, showmanship picture. Boys' reaction marvelously enthusiastic. They'll go to town with WINGS. Also saw ARTISTS AND MODELS ABROAD. Reaction splendid. Consider grand picture."

NEW ADVERTISING AND PUBLICITY DIRECTOR IN GREAT BRITAIN



TONY REDDIN

Mr. Hicks has announced that he has appointed Tony Reddin as manager of advertising and publicity in London, succeeding George H. Hawkins. Mr. Hawkins reassumes charge of the ad sales department, which he formerly held.

For several years Mr. Reddin has been manager of the Capitol Theatre in Dublin, which house was for some time under Paramount direction.

"MIDNIGHT" LOOMS AS VERY IMPORTANT FILM

Latest signature news from the studio adds conviction to the fact that the new Claudette Colbert film, "Midnight," already under way following completion of "Zaza," will be one of the dominant films of 1939.

Miss Colbert has for leading man the singing star, Don Ameche (and we'll lose a bet if Don doesn't sing at least one song at the wheel of his Paris taxicab in the film). For additional cast support the picture has John Barrymore and Mary Astor.

And the director of the film is Mitchell Leisen, who has a bunch of Paramount successes to his credit.

AUST. PROMOTIONS

Managing Director Harry Hunter and General Sales Manager William Hurworth announce the advancement of several Australian Paramountees in a series of promotions from within the ranks.

William Varcoe, for several years salesman in Northern Queensland, has been transferred to New South Wales.

William McKeown, formerly booker in Brisbane, has been promoted to salesman in Mr. Varcoe's former territory. Arthur Helgeson has been appointed booker in Brisbane.

Heartiest congratulations to these three Paramountees, and may these be but the earliest steps in their Paramount progress.

PERSONALITIES

Tacked onto a letter from C.A.H. van der Linden of the Publicity Department in Amsterdam, Holland, was the following succinct observation: "We have just screened 'Spawn of the North.' Boy, what a picture! It's the swellest movie I've seen in years!" That's fine, Mr. van der Linden, and may we congratulate you on your accomplished American accent?

Another copy of the famous Hurworth Letter from Australia is to hand. This one is a manifestation, in letter form, of the Australian General Sales Manager's slogan of "Wider Distribution for 1939," and he certainly goes to bat in support of this laudable aim. He also super-capably reviews the 1938-39 product, picture by picture, and concludes his message with a tribute to the fine business that the revival of "The Sheik" has produced throughout the territory.

As a sequel to last month's announcement of the winners of the Paramount on Parade Around the World Exploitation Contest, we have received two cables. One, from the Cine Plaza in Rio de Janeiro, Brazil, is reprinted on another page. The other, from the second prize winner, Mr. Durban-

PERSONAL

CALMLY CRUISING THE CERULEAN CARIBBEAN



chett, Rapoport and Pierpoint, with Mascot Cecil Pierpoint in front.

BALLANCE REACHES INDIA AGAIN

General Manager Charles Ballance (right) is being here greeted by Bombay Manager Frank Kennebeck after returning to his territory from Europe and a business visit to Home Office in New York on September 25. Both appear to be very well and very bronzed.



Long, of Bolton, England, said: "Was presented today with second prize Paramount Round World Contest. Delighted at this top success to Paramount Pictures many

thanks."

A couple of issues ago we devoted our cover to a scene in Mr. Hicks' office on the occasion of a gathering following the screening of "Spawn of the North." That cover drew the following comment



C. B. HEARS ABOUT "THE BUCCANEER" IN THE ORIENT

Ever alert to hear about the progress of his pictures abroad, Cecil B. deMille took advantage of the presence in the Studio of J. William Piper, Paramount manager in Japan, to learn about the reception accorded "The Buccaneer" in that country which normally is so magnificently movie-conscious. C. B. heard of the fine reception accorded the film, and also gave Mr. Piper an approximation of the size and importance of his forthcoming "Union Pacific."

FELICITATIONS

We have just learned of the marriage, celebrated of July 23rd last, between Senorita Victoria Valenzuela del Villar, daughter of Sr. and Sra. Benito del Villar of Santiago, Chile, and Senor Guillermo Palacios Nicto.

SAUL JACOBS ON HIGH SEAS

Saul Jacobs, manager in Trinidad, postcards from the high seas that he is making the first comprehensive survey of film possibilities of the entire West Indies. He promises some material for these columns as a consequence.

from Robert L. Graham, assistant manager in Ancon, Central America: "From the expressions on the various faces it appears that we may look forward to something special in 'Spawn of the North.' Well, Bob, you know by now!



Manager L. Durban-Long of the Capitol Theatre, Bolton, England, is shown receiving his prize-winning check from Mr. Arthur S. Moss, general manager of Associated British Cinemas, of which circuit the Capitol is a unit. Mrs. Durban-Long is also present. In reporting the event, Paramountee G. H. Hawkins, who represented the Company, stated that the trade press was also at the event in strong force. This press lauded Mr. Durban-Long for his pre-eminence as the foremost showman in England.



ACROSS THE CONTINENT. Managing Director Harry Hunter (extreme right) and General Sales Manager William Hurworth (second from left) reach Perth, Western Australia on a sales survey. They are met by Manager Jim Stiles of the Grand Theatre (left) and Paramount Manager Morris Foster.

CASTINGS

Barbara Stanwyck, and not Ellen Drew, will have the feminine lead in Cecil B. deMille's production, *Union Pacific*.

Alexander Hall has been signed to direct *The Lady's From Kentucky*, in which George Raft will be starred and Frances Dee featured.

Raoul Walsh has been signed to direct *Air Raid*, in which Olympe Bradna and Ray Milland will be featured.

This is not actually a bit of casting news: but surely you'll be interested to learn that Jane Clayton and Russell Hayden, the romantic young team in *In Old Mexico* were married on October 8th.

Mona Barrie, Australian screen player, has been signed for a role in *Say It In French*, the Olympe Bradna picture that was set back in production due to the continued illness of Evelyn Keyes, with production starting over again, Mary Carlisle substituting for Miss Keyes.

Production has commenced on *Cafe Society*, with Madeleine Carroll, Fred MacMurray and Shirley Ross heading the cast.

Paramount has purchased the best seller, "Disputed Passage," which has just appeared serially in *Cosmopolitan Magazine* and will probably release it under that title.

Sheila Darcy, who earned a featured role in *Wells Fargo*, has been given the second female lead in Cecil B. deMille's *Union Pacific*.

Charlotte Wynters has been assigned the female lead in the next Hopalong Cassidy production, at present untitled.

Louis King, Paramount's ace action director, has taken over the directorial reins of *Persons in Hiding* from James Hogan. The latter has been assigned *Bulldog Drummond's Secret Police*. The cast of *Persons in Hiding* includes Lynne Overman, William Henry and Judith Barrett.

Andy Devine, Ernest Cossart and Paul Harvey have also been added to *Never Say Die*. Also Gale Sondergaard.

Don Alvarado has secured the Latin-American role in *Cafe Society*.



SHIRLEY AND BOB

Or, more formally, Shirley Ross and Bob Hope, delightful starring team of the equally delightful "Thanks For the Memory." This sparkling comedy drama, reviewed elsewhere, was produced by Harold Hurley, with Melville A. Shauer as associate producer.

NEW YORK EXECUTIVES PLAN NEW PRODUCT

TITO GUIZAR SINGS A SONG IN PORTUGUESE

In "St. Louis Blues," which he has just completed, Tito Guizar sings one of his songs in Portuguese expressly for Brazil. He is shown here being coached by Dante Orgolini (2nd. from left) and Gilbert Souto (extreme right), prominent Brazilian journalists in Hollywood. At the extreme left is Luigi Luraschi, chief of the censorship department. The fifth person is Tito's "stand-in."



MAJOR NEWS REGARDING CASTING ANNOUNCEMENTS

Don Ameche has been signed by Paramount as Claudette Colbert's leading man in "Midnight," which is about to go into production. Mitchell Leisen will direct.

Ray Milland will be Isa Miranda's leading man in "Hotel Imperial," which is already before the cameras.

J. Carrol Naish replaces Charles Bickford in "Union Pacific." A certain piece of action in the picture was regarded as being too risky by Bickford, despite the fact that this single piece of business nets the actor performing it a bonus of \$20,000, so Naish stepped in and took the role and the bonus.

Barry McKay, noted English screen player, has been assigned one of the male leads in "I'm From Missouri," the Bob Burns starring picture which is being rushed into production because of the American huzzas raised by "The Arkansas Traveller."

Claude Gillingwater has been assigned the important grandfather role in "Cafe Society." He has to 'grandfather' opposite Madeleine Carroll. Allyn Joslyn has also been given an important role in the picture.

Antonio Moreno plays a detective in an important role in "Ambush," the Gladys Swarthout gangster film in which there is no singing. Rufe Davis, sound-maker, imitator and banjo-strummer also has an important role in the film.

Jack Benny will make the 1939 version of "The Man in Evening Clothes." The picture has been made several times before by Paramount, including versions in Spanish and French, and twice in English. Mr. Benny, fresh from his role in "Artists and Models Abroad," will commence work on "The Man In Evening Clothes" in January next.

PRODUCTION UNDER WAY ON NEW TITO GUIZAR PRODUCTION FOR PARAMOUNT

Dario Faralla, head of Dario Productions now engaged in making "El Trovador de la Radio" for Paramount release in all Spanish-speaking countries and territories, reports that the picture got under way on October 24th at the Grand National Studios in Hollywood.

Tito Guizar as star of the picture is supported by Robina Duarte and Tana, renowned Spanish-speaking actresses, and by Paco Moreno in a comedy character role. Richard Harlan, first assistant to Cecil B. deMille, and a Peruvian by birth, is the director of the picture.

As we go to press there is under way in Hollywood one of the most important product planning meetings of many months. Attending from New York are Messrs. Barney Balaban, President of Paramount; Stanton Griffis, Chairman of the Executive Committee; Neil F. Agnew, Vice President in Charge of Distribution, and Russell Holman, executive representative of the production department in New York.

These executives have been meeting with Messrs. Adolph Zukor, William LeBaron, George Bagnall and Walter Cokell in the intricate and vital business of setting definite plans for the product of the second half of the 1938-39 Season, and the early quarter of the 1939-40 Season.

In addition to this they have been present at the launching of Isa Miranda's first Paramount Picture, "Hotel Imperial," and already glowing reports on this project are flashing back to New York.

Next month we hope to be able to highlight some of the details of the planned new product.



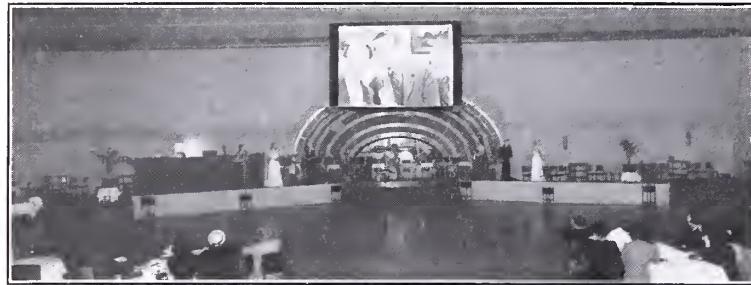
"ORPHAN ANNIE"

Here's one of the hundreds of human interest scenes from "Little Orphan Annie," which has been brought to the screen as a Paramount release. Shown above are Ann Gillis, who scored such a hit in the recent production of "Tom Sawyer," and J. Farrell MacDonald.

POPEYE CLUB FLOURISHES IN POLAND

Manager M. F. Jordan has reported most enthusiastically on the success of the Popeye Club in Warsaw. This organization, inspired by the famous cartoon character released to the world in film form by Paramount, is duly registered with the Municipal Council in Warsaw and has a roster of over 8,000 members.

Membership cards are in two



UNUSUAL NIGHT CLUB SCREENING FOR FILM

In connection with the scene above showing the special screening of "Coconut Grove" at the Trocadero in Sydney, Australia, we are advised by Advertising and Publicity Manager Hermann E. Flynn that the event received a tremendous publicity boost which in turn materially aided the season of the film at the Prince Edward Theatre. We also have pictorial evidence from Sydney showing some of the fine window displays that were secured in connection with the film.

PRAGUE CONTINUED TO BE EXPLOITATION CONSCIOUS

Despite the terrific international tension of last September, Prague still maintained a fine sense of motion picture consciousness. This showed itself in part in the widespread publicity and exploitation put over on behalf of two Paramount pictures, "You and Me" and "Her Jungle Love." Three phases of the exploitation for these two pictures are shown in the scenes here of window displays which were forwarded by Division Manager Jellinek through Andre Olsen, general manager for Central Europe. All three windows are in Prague, Czechoslovakia.

Please take a pointed tip from this very fine demonstration of exploitation, and if you have not had representation on this page lately, shoot along some material.



EXPLOITATION

LE PARAMOUNT IN PARIS ISSUES INVITATION TO PATRONS

Through the medium of a small but thoroughly attractive booklet, Le Paramount of Paris has announced to its patrons the outstanding productions of this coming season. This publication not only announces the pictures, but illustrates them also, and when seen in tabloid form like this the line-up is a fascinating one.

MORE PARAMOUNT EFFORTS COP QUIGLE AWARDS

Due to the magnificent impetus given exploitation internationally by the Paramount on Parade Contest, we were able to submit a fine array of entries for the Third-Quarter-of-1938 Contest. And so good were our 7 entries that we won 3 First Mentions and one Honorable Mention.

The following winners are listed in the October 29th issue of Motion Picture Herald.

SR. J. CASTRO RAMOS of the Cine Plaza of Rio de Janeiro, Brazil, who won Paramount's International Contest;

MR. L. DURBAN-LONG, of the Capitol, Bolton, England, Second Prize Winner in our Contest.

MESSRS. MEL LAWTON and HERMANN E. FLYNN for the entry submitted by the Prince Edward Theatre, Sydney, Australia.

MESSRS. R. K. BUTLER and H. SONNLEITNER for the entry submitted by the Grand Theatre in Shanghai, China.

Our heartiest congratulations to these most progressive exhibitors, and the hope that their efforts will encourage and inspire other motion picture men throughout the world to compete for the prestige of winning mention in the listing of the Quigley Award.

Participation in this event is ex-

FRANCE REVEALED MAGNIFICENT "BUCCANEER" DISPLAYS

Selected from a vast batch of material sent us by Publicity Director Jack Plunkett is this fine front of house display for Cecil B. de Mille's production, "The Buccaneer." The theatre depicted is the Apollo Cinema in Bordeaux. The remainder of the displays forwarded from Paris have been sent to Mr. deMille for his permanent collection of such material.



PREPARING TO STEP TO GREAT EXPLOITATION TRIUMPHS, BRAZILIAN EXHIBITOR CABLES NEW YORK

Last month we announced that the First Prize in the international exploitation contest had been won by Sr. Castro Ramos of the Cine Plaza in Rio de Janeiro. Senor Castro has cabled Mr. Hicks as follows:

ACCEPT MY THANKS AND APPRECIATION FOR FIRST PRIZE CHECK \$500 EXHIBITORS' EXPLOITATION CONTEST. PARAMOUNT PICTURES MERITED EVERY EXPLOITATION EFFORT ON MY PART. HOPE TO REPEAT PERFORMANCE IN 1939.

This news was tremendously heartening to General Manager John L. Day also, as he is conscious of the fine job of selling these pictures in Brazil that was performed by his sales and exploitation force.

WATCH ME AND HAROLD TICKLE YOUR FUNNY BONE IN "PROFESSOR BEWARE!"

HAROLD LLOYD in "PROFESSOR BEWARE!"

WITH THE TALKING HEN IN THE BIGGEST LAUGH HIT OF THE YEAR

OPENING TO-DAY AT THE

REGAL

THE HOME OF PARAMOUNT PICTURES

DAILY EXTRA SHOWS THURSDAY Telephone Cal. 3040 AT 3, 6 & 9:30 p.m. & SUNDAY at 11 a.m. Cal. 3040

CALCUTTA AD. CAUGHT REAL "PROFESSOR" SPIRIT

Reproduced here is an interesting two-column advertisement which appeared in the Calcutta (India) "Statesman" when Harold Lloyd's "Professor Beware" opened at the Regent in Calcutta. To those who have seen the picture the "talking" hen will have particular significance since it provided the picture with one of its most risible sequences. Hence the use of the cartoon had a double implication, in addition to being one of the most unusual and original advertisements ever to appear in this paper. General Sales Manager S. Ganguli, who was responsible for the ad, reports that the picture did very good business.

tremely simple. You merely promote as good a campaign of exploitation as circumstances dictate, assemble it in a form which makes for colorful display and which at the same time aids the judges—and mail it to the New York Office of Paramount. Willing hands at this end will get it to the Herald.

TABLOID REVIEWS ON COMING PICTURES

THANKS FOR THE MEMORY. A most delightful comedy, fresh and sparkling. Bob Hope really shines in this one and indicates that we have an important new comedy star of general appeal.

RIDE A CROOKED MILE. Powerful drama, superbly enacted by Akim Tamiroff, Leif Erikson and Frances Farmer. Because of a story readily understandable, this one has very wide appeal.

ARTISTS AND MODELS ABROAD. Colorful and pulchritudinous study of a bunch of American girls turned loose in the Paris Exposition, with Jack Benny as guide, counsellor, quip-cracker and confessor. Many truly splendiferous gowns worn—and the Yacht Club Boys sing.

ILLEGAL TRAFFIC. Another of Director Louis King's punch-packed melodramas, with J. Carroll Naish gathering more laurels for a fine character performance, and Actress Judith Barrett turning in a very effective job of troupeling.

AMERICAN TRADE PAPERS DOING EDITORIAL WHOOP-UPS OVER "MEN WITH WINGS"

Mid-October saw the first of a series of trade previews of "Men With Wings" in advance of actual release. These took place in several parts of the United States and in every one of them nothing but superlatives reached print in the critical reviews of the picture.

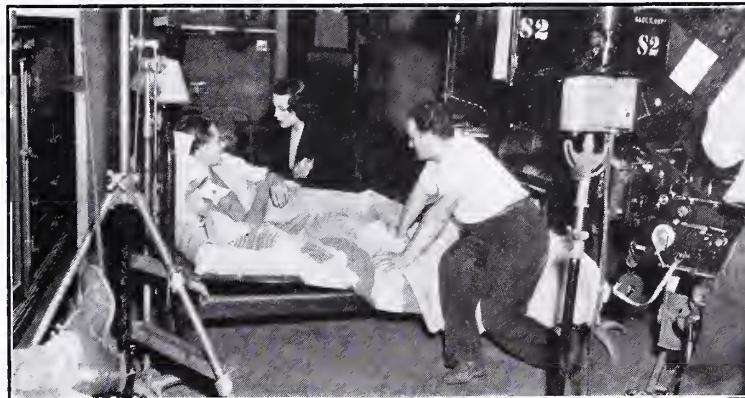
In the meantime, of course, the picture has had its American premiere at the Paramount Theatre in New York, with results that are well attested elsewhere in this issue.

CHARLES LAUGHTON PICTURE WILL HAVE PARTIAL WORLD DISTRIBUTION BY PARAMOUNT

Early this year Charles Laughton, under the direction of Eric Pommer, made for Mayflower Productions a powerful film of the South Seas entitled "Vessel of Wrath." So inspiring a film did this prove to be that Paramount endeavored to secure distribution of it for the world outside of Great Britain. Success attended these efforts with respect to much of the world, with the result that the picture, now under the title of "The Beachcomber," will have distribution by Paramount in the United States and Canada, Mexico and South and Central America.

The cast of the picture, in addition to Laughton, includes his wife, Else Lanchester.

ISA MIRANDA BEING ASSURED OF POWERFUL SUPPORTING INGREDIENTS IN "HOTEL IMPERIAL"



GLADYS SWARTHOUT PERFORMS AS DRAMATIC ACTRESS

In "Ambush," the Paramount action thriller now in production in Hollywood with Gladys Swarthout portraying a gangster's sister, there is no music. Miss Swarthout is troupeling her way through this picture rather than trilling. She is shown here with William Henry, who plays her brother, in the bed.

Broadcasting the New Titles

The Gladys Swarthout non-musical picture which commenced as *Ambush* and was then retitled *I Robbed A Bank* has reverted to *Ambush* as the final and definite title.

The Akim Tamiroff-Frances Farmer-Leif Erikson picture which commenced as *Escape From Yesterday*, became *Escape From Leavenworth* and then changed to *The Last Ride*, has become *Ride A Crooked Mile* as its positively final title.

Paramount is determined that "Hotel Imperial," initial American starring vehicle of Isa Miranda, shall possess every element possible of making it an international success. As the first step, Miss Miranda has been assigned Ray Milland, currently one of screendom's most successful leading men.

Next step was the signing of Rudolph Forster, famous Continental actor, for the role of 'Kuprin'. Mr. Forster has been seen in almost all of Elizabeth Bergner's European productions and is an actor of the most sterling calibre.

Another important signing is that of the famous Don Cosacks, who are being brought into the picture on the recommendation of Boris Morros, head of the studio's music department. These famous singers, fifty in number, will provide choral background to one of the famous Russian songs that Miss Miranda will sing in the picture.

Robert Florey is directing "Hotel Imperial" and production has already commenced.



JOHN B. NATHAN CERTAINLY MET HOLLYWOOD'S PERSONALITIES

John B. Nathan, managing director of the Paramount organization in Argentina, Uruguay and Paraguay paid a business visit to the Paramount Studio early last month and in the two days he spent there he saw a vast amount of the new product and also met a host of Paramount personalities. Above, in a parade of five scenes, he is shown with six important Paramount persons. In the top row, reading from left to right, he is shown with Akim

Tamiroff, Adolph Zukor and Cecil B. de Mille. In the lower row he is with Dario Faralla (producer of the Tito Guizar pictures for Paramount release), and Tito himself in centre; also with Anna May Wong. Among the pictures that John saw in Hollywood were "Men With Wings" in completed form, and "Zaza," "Artists and Models Abroad" and "Ride A Crooked Mile" in rough cut form. The Leader of the Gauchos is positive that 1939 will be unquestionably Paramount's mightiest year.

NOTIZIE DEL MESE

Il Sig. John W. Hicks, Jr., oltre ad essere Vice Presidente della Paramount Pictures Inc., a capo del Dipartimento Estero, è stato nominato Direttore Amministrativo della Divisione Inglese, a Londra, fino a quando sarà annunciato il successore del Sig. John Cecil Graham. Il Sig. Hicks prevede di fare ritorno a New York entro la fine del mese, tempo in cui il nome del successore sarà probabilmente reso noto.

Siamo orgogliosi di presentare questo mese "Men With Wings." La pellicola risponde pienamente alle nostre aspettative essendo spettacolosa, eccitante e intensamente drammatica. Inoltre, essa è colorata nel modo più magnifico che sia stato osservato fino ad oggi in qualsiasi schermo.

Il nostro entusiasmo per "If I Were King" è stato pienamente giustificato dalla calorosa accoglienza che la produzione ha avuto nella sua presentazione a Londra. Quest'evento ha avuto luogo il 20 Ottobre al Teatro Plaza e tanto il pubblico quanto la stampa sono stati giustificati dalla calorosa accoglienza che la produzione ha avuto nella sua presentazione a Londra. Quest'evento ha avuto luogo il 20 Ottobre al Teatro Plaza e tanto il pubblico quanto la stampa sono stati unanimi nell'accogliere con parole di esaltazione il capolavoro di Ronald Colman che fu prodotto e diretto da Frank Lloyd.

Vi piacerà notare in tutti i nostri avvisi e negli annunzi di pubblicità che Zaza', dove brillano Claudette Colbert ed Herbert Marshall e che fu diretta da George Cukor, è stata pure prodotta da Albert Lewin. È essenziale che il Sig. Lewin ne riceva pieno credito in accordo agli annunzi del Dipartimento legale sulla film.

Barbara Stanwyck è stata scritturata per il principale ruolo femminile nella produzione di Cecil B. deMille: "Union Pacific." Altri principali attori nella produzione sono Joel McCrea, Akim Tamiroff, Charles Bickford, J. Carroll Naish e Porter Hall.

I Sigg. Barney Balaban, Stanton



LOVELY BLONDE STAR OF "CAFE SOCIETY"

"Cafe Society" is Madeleine Carroll's first Paramount picture in a long while, which in all probability is our loss. However she's with Fred MacMurray and Shirley Ross in this new exposé of how a New York heiress loves, acts and lives and we think that she is going to be the leading lady in a very fine picture.

Griffis, Russell Holman, Neil Agnew e Robert Gillham si trovano presentemente ad Hollywood per una delle più importanti conferenze dell'anno sulle produzioni. Essi allestiranno il programma per la seconda metà della stagione 1938-39.

"Artists and Models Abroad" è certamente una ricca e ambiziosa pellicola dedicata alla glorificazione della bellezza. Vi sono più belle donne e magnifici costumi in questa film che in qualsiasi altra che sia stata mai girata ad Hollywood. Per l'elemento di commedia, la pellicola ha Jack Benny, i così detti "Yacht Club Boys" e Mary Boland.

John B. Nathan, Direttore Amministrativo della Paramount in Argentina, è ritornato da una visita ad Hollywood parecchie settimane fa. Tra i films che egli ha osservato nello studio in una forma incompleta è "Zaza." Egli ha affermato che in questa pellicola Claudette Colbert da la più brillante interpretazione della sua carriera.

La nostra stessa sorgente di informazioni riporta che le scene di prova di "Hotel Imperial," prese con Isa Miranda, sono eccezionalmente entusiastiche. Si afferma che la stella è ormai definitivamente pronta per la sua carriera ad Hollywood e, per mezzo suo, la Paramount spera di assicurarsi una nuova affascinante stella internazionale.

Per finire, poche parole sulla gara che c'è designata a chiudere l'anno 1938 con una nota solidamente costruttiva. Pubblichiamo questo mese il primo elenco di cifre e classifiche

HET NIEUWS VAN DE MAAND

De Heer John W. Hicks Jr., Vice President van Paramount Pictures Inc. en directeur der buitenlandsche afdeeling, is thans tevens benoemd tot waarnemend directeur der Britsche Divisie, in Londen, tot de benoeming van een plaatsvervanger voor den heer John Cecil Graham. De heer Hicks neemt zich voor deze maand naar New York terug te keeren, alwaar de benoeming alsdan bekend gemaakt zal worden.

Het deed ons hart goed "Men With Wings" te zien. De film, die voldoet aan onze grootste verwachtingen, is monumentaal, opwindend en dramatisch. Bovendien is Men With Wings gefilmd in Technicolor kleuren van geweldige pracht.

On enthousiasme voor "If I Were King" is aamperklik gerezen door een geestdriftige ontvangst van de film in Londen, waar de première plaats vond op 20 October in het Plaza Theater; pers en publiek zijn opgetogen over de het schitterende spel van Ronald Colman. De film

(e, in certe occasioni, vi sono note riferentesi a crisi internazionali). E' nostra convinzione che questa gara sia stata indetta con il fermo proposito di mettere ognuno nella posizione di cominciare l'anno nuovo sotto i migliori auspici, così che il magnifico nuovo prodotto — il migliore nell'intreccia storia della compagnia — possa essere utilizzato fino al suo massimo limite.



PATRICIA MORISON

Let us at this moment tell you three things about the young lady shown above. (a) Her name is Patricia Morison, (b) she has the female lead in "Persons in Hiding," currently in production, and (c) her performance in this picture bids fair to be one of the outstanding characterizations of the year.

werd vervaardigd en geregisseerd door Frank Lloyd.

Vergeet niet in al Uw reclame en andere bekendmakingen te vermelden, dat "Zaza," met Claudette Colbert in de hoofdrol en Herbert Marshall en geregisseerd door George Cukor, mede vervaardigd werd door Albert Lewin. Het is van het grootste belang dat Mr. Lewin in dit verband genoemd werde, om te voldoen aan de door onze juridische afdeeling gestelde eischen.

Barbara Stanwyck is geëngageerd voor de vrouwelijke hoofdrol in Cecil B. deMille's productie "Union Pacific." Voorts spelen in deze film, Joel McCrea, Akim Tamiroff, Charles Bickford, J. Carroll Naish en Porter Hall.

De heeren Barney Balaban, Stanton Griffis, Russell Holman, Neil Agnew en Robert Gillham zijn op het ogenblik in Hollywood voor een van de gewichtigste productie conferenties van dit ajar. Zij zullen de in productie te brengen films voor de tweede helft van het 1938/9 seizoen vaststellen.

"Artists and Models Abroad" dc rolprent gewijd aan het filmen van de mooiste meisjes en costuums, belooft een geweldig kijkspel te worden. Er worden geen kosten aan gespaard. De zang- en kluchtige nummers zijn toevertrouwd aan Jack Benny, de Yacht Club Boys en Mary Boland.

John B. Nathan, directeur der Argentijnsche afdeeling, is eenige weken geleden uit Hollywood teruggekeerd. "Zaza" was een van de films, die speciaal voor hem werd vertoond. Volgens den heer Nathan overtreft Claudette Colbert zichzelf in deze film. Uit dezelfde bron vernemen wij dat de proef scenes van "Hotel Imperial" met Isa Miranda, uitstekend zijn. De ster is thans gereed voor haar Hollywood carrière. Paramount hoopt in Isa Miranda een nieuwe internationale ster gevonden te hebben.

En tenslotte een enkel woord over het loopende concours, waarmee de prestaties in 1938 besloten worden. Wij publiceren deze maand de eerste serie cijfers en den stand in de competitie (in sommige gevallen beïnvloed door internationale politieke bergeringen). Wij zijn ervan overtuigd dat alle kantoren met de meest mogelijke inspanning en energie een plaats trachten te veroveren, welke hen bij den aanvang van het nieuwe jaar in staat stelt de veroverde markt te behouden voor de serie schlagers, welche Paramount in den loop van het volgende jaar zal vervaardigen en uitbrengen.

"SPAWN OF THE NORTH" WINS CUBAN PLAUDITS

A letter from Jasper D. Rapoport, manager in Cuba, to George Weltner, assistant manager of the Foreign Department, states that the Raft-Lamour-Fonda-Hathaway picture has won a barrage of the most critical plaudits ever accorded a motion picture in Cuba. Many forceful reviewers, hitherto almost impossible of pleasing, have united in praising the film as "one of the best of the year." Another, who has seldom, if ever, gone to the limits of superlatives, calls the film a "grand production," which from this man happens to be just about the most magnificent praise possible of securing.

In addition, of course, "Spawn of the North" was given a superb job of pre-selling by Division Manager A. L. Pratchett and Cuba Manager Rapoport.

NOTICIAS DEL MES

Además de vicepresidente de Paramount Pictures Inc., a cargo del departamento extranjero de esta Compañía, Mr. John W. Hicks ha sido nombrado gerente general de la División Británica en Londres hasta que se haya nombrado la persona que habrá de substituir a Mr. John Cecil Graham. Mr. Hicks regresará a Nueva York a fines de octubre y para entonces se anunciará con toda probabilidad al sucesor de Mr. Graham.

Tenemos el legítimo orgullo de revistar la película "Hombres con alas," que es uno de los acontecimientos filmicos del mes. Esta película supera a cuanto habíamos adelantado con respecto a sus méritos artísticos, espectaculares y dramáticos, además de haber sido filmada en tecnicolor, lo cual le da, si cabe, mayor realce.

Nuestro entusiasmo por la película "Si yo fuera rey" ha llegado a su límite algido con la favorable recepción que se ha dispensado en Londres a esta obra maestra. Su estreno en el Teatro Plaza la noche del 20 del mes en curso ha sido un triunfo de público y de crítica. Ronald Colman, el protagonista, y Frank Lloyd, el realizador, han sido elogiadísimos por su espléndida labor.

Es importante que en todo el material de publicidad pertinente a la película "Zazá," en la cual Claudette Colbert desempeña el rol estelar, y en la cual Herbert Marshall tiene a su cargo el principal papel como actor, y que tiene como director a George Cukor, se indique que ha sido producida por Albert Lewin. Es indispensable que Mr. Lewin ocupe el lugar que le corresponde de acuerdo con las normas señaladas por el departamento legal con respecto a esta película.

Bárbara Stanwyck ha sido contratada para desempeñar el principal papel femenino en la producción de Cecil B. de Mille que llevará por título "Unión Pacifico." En esta película interpretarán papeles principales Joel McCrea, Akim Tamiroff, Charles Bickford, J. Carroll Naish y Porter Hall.

Los señores Barney Balaban, Stanton Griffis, Russell Holman, Neil Agnew y Robert Gillham es encuentran en la actualidad en Hollywood, a donde les ha llevado una de las conferencias de producción más importantes del año. De esa conferencia saldrá el programa para la segunda mitad de la temporada de 1938-39.

"Artistas y modelos en París" es una película dedicada preferentemente a realizar la belleza femenina. Hay más bellas mujeres en ese film que en ninguna otra de las películas que jamás se hayan filmado en Hollywood. No falta en ella tampoco el elemento cómico, representado por Jack Benny, los Yacht Club Boys y Mary Boland.

Mr. John B. Nathan, director gerente de la Paramount en la Argentina, acaba de regresar a Nueva York de su viaje de estudio a Hollywood. Entre las películas que tuvo oportunidad de ver en los estudios de la Paramount figura, en forma incompleta, "Zazá." A su juicio, Claudette Colbert se superaría a sí misma, que ya es mucho decir.

El mismo Mr. Nathan nos informa que las escenas de la película

NOTICIAS DO MEZ

Mr. John W. Hicks, Jr., que é vice-presidente da Paramount e director do nosso Departamento Estrangeiro, foi nomeado director-gerente da Divisão Ingleza, com sede em Londres, até que seja escolhido um substituto para Mr. John Cecil Graham, que deixou aquele posto. Como essa substituição far-se-á dentro de poucas semanas, Mr. Hicks espera regressar breve a Nova York, de onde a nomeação definitiva para o dito posto será anunciada.

—Temos prazer de escrever em outra parte deste edição sobre o valor artístico de filme "Men With Wings" (Homens com asas), cuja dramaticidade nos deixou sobremodo entusiasmados. Além do trabalho surpreendente de seus interpretes, dispõe o filme de côres naturais, em maravilhoso tecnicolor.

—As nossas expressões de entusiasmo pelo filme "Si eu Fôra Rei" juntamos agora novo contingente de emoção pela sua estreia em Londres, a 20 de Outubro, no cine-teatro "Plaza," feito que se cercou de grande sucesso. Vale essa vitória a formidável produção de Frank Lloyd, que tem o admirável Ronald Colman como principal actor.

—Aos departamentos de publicidade no estrangeiro recommendamos toda a atenção quanto à propaganda do filme "Zaza," com Claudette Colbert e Herbert Marshall, direção de George Cukor e produção de Albert Lewin. É necessário dar a Mr. Lewin o devido destaque, no anuncio do filme, a que elle pelo contracto faz jus.

—Barbara Stanwyck foi contratada para o principal papel feminino da produção de Cecil B. de Mille "Union Pacific," que também inclue artistas como Joel McCrea, Akim Tamiroff, Charles Bickford, J. Carroll Naish e Porter Hall.

—Acham-se presentemente em Hollywood, tratando de organizar o programma da temporada 1938-39, os Srs. Barney Balaban, Stanton Griffis, Russell Holman, Neil Agnew e Robert Gillham, missão da qual aproveitará toda a nossa organização.

—"Artists and Models Abroad" é o nome de uma nova fita de muito luxo e muita beleza, cujos trabalhos a Paramount está agora ultimando. É uma produção em que primam mulheres bonitas e que, na sua parte comica, nos trará o sympathetic Jack Benny e aquelas impagáveis Yacht Club Boys e também Mary Boland.

—John B. Nathan, gerente territorial na Argentina, acaba de regressar de uma ligeira visita feita a Hollywood. Lá viu elle pedaços de fitas em produção, entre os quais algumas partes de "Zaza," e nos deu as melhores impressões dessa produção em que figura Claudette Colbert.

—Sabemos também que as scenas já filmadas com Isa Miranda para "Hotel Imperial" sahiram de primeira. A linda estrella está a caminho de uma gloriosa carreira cinematographica e tem a Paramount o prazer de poder agora usar os serviços de tão apreciada artista.

—E agora, duas palavras sobre as quotas do nosso Concurso de Realização para o anno de 1938. Publicamos este mes as primeiras entradas assim como as posições que no quadro respectivo ocupam, presentemente os concorrentes aos premios, se bem que dessemos certos descontos, em alguns casos, em vista da crise que predomina em varios paizes. Cremos que este Concurso facilitará a cada concorrente um novo ponto de partida, (Continued on Page 12)



HAS THERE EVER BEEN BETTER PARAMOUNT COVERAGE THAN THIS ANYWHERE IN THE WORLD?

This reproduction is of a full page of "La Nacion" of Santiago, Chile. It is a Paramount announcement covering all of the cinemas in Santiago, and all of the film houses are marked. Those currently showing Paramount pictures have the trade mark as an indicator. Those not showing Paramount Pictures are left blank; while those at the present time closed have an X on them.

The score shows 48 cinemas showing Paramount, 4 cinemas not showing Paramount, and 3 houses closed.

That, Mr. Benito del Villar, is a magnificent achievement.

"Hotel Imperial," con Isa Miranda, son de una emotividad rara vez superada. Esta estrella lleva camino de figurar muy pronto entre los astros de primera magnitud en el firmamento del cinema internacional.

Para terminar, unas pocas palabras acerca del concurso cuota que ha de terminar el año 1938 con broche de oro. Este mes publicamos el primer grupo de cifras y lugares. En algunos

casos se observan notas que tienen relación con la última crisis internacional. Tenemos la plena seguridad de que este concurso se está llevando a cabo con el máximo interés a fin de que todos se hallen en situación de comenzar el año venidero con la convicción de que la nueva producción—la mejor sin disputa que la Paramount ha ofrecido en su carrera triunfal, será utilizada con resultados positivos hasta el límite.

TRIBUTE BY "BOX OFFICE" TO "MEN WITH WINGS"

This pre-eminent American trade paper had the following to say in its telegraphed review on Paramount's ace air spectacle:

"MEN WITH WINGS" ZOOMS TO A NEW HIGH AMONG AIRPLANE EPICS AND CERTAINLY SHOULD FIND AN UNLIMITED CEILING AT THE BOX OFFICE. A STREAMLINED SCREEN PLAY, BEAUTIFULLY DELINEATED BY A STERLING CAST, AN ENGRASSING AND ENTIRELY HUMAN STORY IS UNFOLDED AGAINST A SWEEPING BACKGROUND WHICH PRESENTS A CAVALCADE OF AVIATION'S DEVELOPMENT; MADE BREATHTAKINGLY THRILLING THROUGH THE USE OF TECHNICOLOR PHOTOGRAPHY. LOUISE CAMPBELL EARNS FIRST MENTION OF ACTING HONORS. WILLIAM A. WELLMAN PRODUCED AND DIRECTED.

DAS NEUESTE DES MONATS.

Herr John W. Hicks Jr. ist augenblicklich nicht nur Vizepräsident von Paramount Pictures Inc. und Leiter der gesamten Auslandsabteilung, sondern, solange bis ein Nachfolger für Herrn John Cecil Graham gefunden ist, wird er auch noch die Leitung der britischen Abteilung übernehmen. Herr Hicks wird noch vor Ablauf dieses Monats hier in New York eintreffen und der neue Leiter für London wird dann sofort ernannt werden.

In diesem Monat haben wir endlich Gelegenheit "Men With Wings" ausführlich zu besprechen. Auf diesen Film sind wir ganz besonders stolz, denn er erfüllt nicht nur alle Erwartungen bezüglich Tempo, dramatische Handlung und grossartige Aufnahmen sondern er ist gleichzeitig der herrlichste Farbenfilm, der je über die Leinwand ge laufen ist.

Dass unsere Begeisterung für "If I Were King" berechtigt war, beweist die grossartige Londoner Premiere dieses Filmes, welche am 20. Oktober im Plaza Theatre stattfand. Publikum und Presse waren des Lobes voll ob dieses Ronald Colman Filmes, der von Frank Lloyd produziert und inszeniert worden ist.

Wir machen darauf aufmerksam, dass der Name von Albert Lewin in allen Reklame- und Propaganda bekanntmachungen des Filmes "Zaza," in dem Claudette Colbert die Starrolle inne hat und Herbert Marshall ihr Gegenspieler ist, Regie George Cukor, als Produzent erscheinen muss. Es ist unbedingt notwendig, dass Herr Lewin in diesem Filmie genau so erwähnt wird, wie es unsere Rechtsabteilung vorgeschrieben hat.

Barbara Stanwyck ist für die weibliche Hauptrolle in Cecil B. de Mille's Film "Union Pacific" verpflichtet worden, in dem auch Joel McCrea, Akim Tamiroff, Charles Bickford, J. Carroll Naish und Porter Hall spielen werden.

Die Herren Barney Balaban, Stanton Griffis, Russell Holman, Neil Agnew und Robert Gillham sind momentan in Hollywood, anlässlich der wichtigsten Produktionskonferenz des Jahres. Es handelt sich um die Programmaufstellung für die zweite Hälfte der 1938-39 Saison.

"Artists and Models Abroad" wird unbedingt eine unserer grossartigsten Kreierungen des Jahres, in der mehr schöne Frauen in noch schöneren Toiletten gezeigt werden, als je in einem Film vereint worden sind. Als Komiker sind Jack Benny, die Yacht Club Boys und Mary Boland engagiert worden.

Herr John B. Nathan, Paramount's argentinischer Abteilungsleiter, kehrte kürzlich von einer Hollywood Inspektionsreise zurück. Er wohnte unter anderem einer Vorführung von "Zaza" bei (der Film war allerdings noch nicht vollkommen fertig) und versicherte uns ein über das andere Mal, dass Claudette Colbert in diesem Film ihre grösste Rolle spielt.

Herr Nathan berichtete ferner, dass die Probeaufnahmen von "Ho-



Production of Tito Guizar's new Paramount release, "El Trovador de la Radio" is well under way, with Richard Harlan directing. Depicted above are the star and his two leading ladies—Robina Duarte (heroine) and Tana (villainess). The picture is a musical comedy-romance with its locales including a broadcasting station and a hospital.

tel Imperial" mit Isa Miranda grossartig sind und dass die Künstlerin jetzt soweit ist, um in Hollywood Karriere zu machen. Paramount erblickt in ihr einen neuen Stern am internationalen Filmfirmament.

Und nun noch einige Worte über den Quotewettbewerb, der mit Ende 1938 zum Abschluss gelangen wird. Wir bringen mit dieser Ausgabe die ersten Filialstände (einige weisen Notizen betreffs der internationale Krisen auf). Wir sind vollkommen überzeugt, dass dieser Wettbewerb derartig geplant ist, um allen Filialen Gelegenheit zu geben, mit dem neuen Jahr ein "neues Kapitel" zu beginnen, sodass mit unserem neuen Produktionsprogramm — dem hervorragendsten in der Geschichte unserer Firma — die grössten Erfolge erzielt werden können.

LES NOUVELLES DU MOIS

M. John W. Hicks, Jr., en outre de ses fonctions de vice-président de Paramount Pictures, Inc., en charge du Département Etranger, a été nommé directeur-gérant de la Division Britannique à Londres en attendant la nomination de successeur de M. John Cecil Graham. M. Hicks pense rentrer à New-York dans le courant du mois quand un successeur sera probablement désigné pour le poste de Londres.

Nous sommes extrêmement fiers de donner ce mois-ci un compte rendu de "Men With Wings." Ce film nous donne ce que nous en attendons, il est attachant et puissamment dramatique. En outre, il a été exécuté en un technicolor plus magnifique que qui a jamais été projeté sur l'écran.

Notre enthousiasme pour "If I Were King" a été ratifié par la grande réception que lui a fait Londres lors de sa première qui a eu lieu le 20 octobre au Théâtre Plaza. La presse et le public se sont unis dans leurs louanges pour le film de Ronald Colman produit et dirigé par Frank Lloyd.

Veuillez mentionner dans toute votre publicité et dans vos annonces "Zaza," dont Claudette Colbert est l'étoile, dans lequel Herbert Marshall tient le premier rôle et qui fut mis en scène par George Cukor, est une production d'Albert Lewin. Il est es-

sentiel que M. Lewin soit nommé en cette qualité en accord avec les désiderata de notre département légal.

Barbara Stanwyck a reçu le contrat pour le rôle principal dans la production "Union Pacific" de Cecil B. de Mille. Comme autres principaux acteurs citons: Joel McCrea, Akim Tamiroff, Charles Bickford, J. Carroll Naish et Porter Hall.

Messieurs Barney Belaban, Stanton Griffis, Russell Holman, Neil Agnew et Robert Gillham se trouvent en ce moment à Hollywood en une des plus importantes conférences de la production de l'année. Il décideront du programme pour la seconde moitié de la saison 1938-1939.

"Artists and Models Abroad" est certainement le film le plus luxueux et ambitieux dédié à la cinématographie de la beauté. Il y a dans ce film plus de jolies femmes et de costumes magnifiques que dans n'importe quel autre film sorti des studios de Hollywood. Pour le côté comique nous avons Jack Benny, les Yacht Club Boys et Mary Boland.

M. John B. Nathan, directeur-gérant de Paramount pour l'Argentine, est revenu d'une visite à Hollywood il y a plusieurs semaines. Parmi les films qu'il a vus en voie d'exécution se trouvait "Zaza." Il déclare que dans ce film Claudette Colbert surpassera tous les hauts points de sa carrière.

De la même source nous apprenons que les scènes d'essai de "Hotel Imperial" prises avec Isa Miranda sont suprêmement intéressantes. On déclare que l'étoile est définitivement prête pour sa carrière à Hollywood, et en elle Paramount espère posséder une étoile internationale de première grandeur.

Et maintenant un mot concernant le concours de contingement qui est destiné à clôturer l'année 1938 par de solides résultats. Nous publions ce mois-ci la première série de chiffres et de classement (et dans certains cas il y a des notes concernant les crises internationales). Nous croyons que ce concours est disputé avec la ferme détermination de voir chacun en état de commencer l'année "avec table rase" afin que les nouvelles productions — les plus magnifiques de toute l'histoire de notre compagnie — puissent être utilisées dans toute la mesure du possible.

NYHETERNA FÖR DENNA MÅNAD

Mr. John W. Hicks, Jr., som nu är Vice President för Paramount Pictures Inc. och chef för bolagets utländska avdelning, har blivit utnämnd till chef för den Brittiska avdelningen i London för ögonblicket tills Mr. John Cecil Grahams efterträdare har blivit vald. Mr. Hicks väntas tillbaka till New York denna månad, när säkert den nya chefen har blivit vald.

Vi äro verklig stolta över "Men With Wings" denna månad. Filmen är fullt så bra som vi väntat, en storfilm, jätktande och oerhört dramatisk. Tillika har den blivit gjort som färgfilm, den bästa som filmen haft.

Vår glädje över "If I Were King" är verklig tack vare det storartade mottaget som filmen fick i London. Den öppnade på Plaza teatern den 20de oktober, och både publiken och tidningarna voro ense om att filmen var glänsande och prisade både Ronald Colman och filmens regissör, Frank Lloyd.

Vi bedja eder alla att i all annoncering och alla notiser om Claudette Colbertfilmen "Zaza," i vilken Herbert Marshall spelar hjälten roll, och som var licenserad av George Cukor, att nämna att filmen är Albert Lewins. Det är oerhört viktigt, att Mr. Lewins' namn blir nämnt, då alla kontrakt för filmen påpekar, att den är hans.

Barbara Stanwyck har blivit tilldelad den kvinnliga rollen i Cecil B. deMillefilmen, "Union Pacific." Medspelarna är Joel McCrea, Akim Tamiroff, Charles Bickford, J. Carroll Naish och Porter Hall.

Herrarna Barney Balaban, Stanton Griffis, Russell Holman, Neil Agnew och Robert Gillham är för tillfället i Hollywood på en av årets allra viktigaste bolagsstämmar. De kommer att bestämma vilka filmer, som skola inspelas under sista delen av säsongen 1938-39.

"Artists and Models Abroad" är verklig en film som glittrar i utsyr och kvinnlig skönhet. Det är mera fullkomliga skönheter i denna film, och mera praktfulla kostymer, än i någon film, som hittills gjorts i Hollywood. Jack Benny, the Yacht Club Boys och Mary Boland taga hand om komedien.

John B. Nathan, Paramounts högsta chef i Argentina, återvände från en visit till Hollywood för några veckor sedan. I bland de filmer han såg delar av var "Zaza." Hans uttågo är, att Claudette Colbert är verklig storartad, och även bättre än någonsin förr.

Från samma håll ha vi hört att provseenerna för "Hotel Imperial" med Isa Miranda är verklig praktfulla. Stjärnan är nu helt färdig för en Hollywooddebut, och det är inte för mycket att säga, att Paramount i henne ser en ny internationell stjärna.

Och till slut några ord om den quotatävlan, som är dedikerad att avsluta år 1938 glansfullt. Vi delgivit härmed de första siffrorna och platserna av deltagarna (och i vissa fall visa vi också notiser över internationella kriser.) Vi tro att denna tävlan kommer att inspirera eder alla att börja det nya året med ett friskt mod, så att de praktfulla, nya filmer som kommer att licenseras — de utan tvivel bästa, som bolaget gjort under alla år — kommer att bli uppskattade i fullo överallt.

(Continued from Page 11)

todendo cada um tirar o maior proveito da optima produção que a Paramount lhes confia — a melhor indiscutivelmente de toda a sua historia.

Paramount's INTERNATIONAL NEWS

DECEMBER 1938

VOL. 5, NO. 12



New York City
Dear Paramounter,
Product, detailed below,
includes:

ZAZA
MIDNIGHT
UNION PACIFIC
HOTEL IMPERIAL
INVITATION TO HAPPINESS
ST. LOUIS BLUES
MOON OVER BURMA
CAFE SOCIETY
BEAU GESTE
AIR RAID
WORLD'S APPLAUSE
KNIGHTS OF THE
ROUND TABLE
THE STAR MAKER
DRUMS OVER HAVANA
ROYAL CANADIAN NORTH-
WEST MOUNTED POLICE
RULERS OF THE SEA
KING OF CHINATOWN
UNTAMED
OLLOW THE SUN
WITHOUT A COUNTRY
E WOMAN

MAN ABOL
FRENCH WITH
ANGEL IN FURS
THE LADY'S FROM KENTUCKY
SUDDEN MONEY
EVER SAY DIE
IG CASSIDY

BUFOR
TUNE

PICTURES

MOTION pictures are the breath of life to us—when they are good they pack the energy-giving corpuscles into our blood spurring us to accomplishments beyond all precedent: when they are mild, mediocre or just plain bad, we languish and weaken. We have been through both stages many times—far more often the first than the second — otherwise we would not be here addressing you in this fashion.

PERHAPS the most spirited occasion of good product news is with us right now. Trumpeting its way to the Paramount Empire from London, temporary Foreign Legion headquarters, is Vice President Hicks' announcement of films to reach you during 1939. Of this message we will say nothing regarding its component ingredients for to it belongs the right of blazoning its own message across the world.

AS to its portent, that is another matter. It is vital that you know at the instant of reading these lines that a star-studded en-

tertainment program has been born. Here, as closely as Paramount's plans and resources could hew to it, is that zenith we have long desired—several pendant diamonds in the Paramount necklace to guarantee for release every month a major Paramount production of international significance and appeal. Such is a salient element in the announced product. And this commercial contribution to the Paramount program has been made possible merely because the company's heads are cognizant of a towering Foreign Legion; to wit, that where defections in business have resulted because of international political situations beyond Paramount's control, the upholders of the Paramount banner in other lands have rendered just that much additional support by superhuman effort in order to maintain a steady Foreign Legion level.

OF such an inspiring belief in us has this new program of entertainment been wrought! It goes without saying that in every element of the following sentiment—**we will give it everything that it deserves.**

NOTE. Unless international circumstances change drastically, this will be the final Italian column to appear in this publication. Let us therefore use this occasion to say how sorry we are that this must be, and to wish the Paramount colleagues we have known and loved so long, our very sincerest wishes that Fate continue to smile on them beneficially.

NOTIZIE DEL MESE

"Zaza" e' stata finita, ed il verdetto di quelli che hanno visto la pellicola completa, e' che essa rappresenta una gemma drammatica della Paramount, con Claudette Colbert che da' la piu' importante recita della sua carriera.

I risultati del "Collections Contest" indicherrebbe che la predominanza e' mantenuta in quella parte del globo capitanata da John A. Groves. Osservate semplicemente ai punti di questo mese per farvi capaci di quello che significhiamo.

Finalmente Isa Miranda sta veramente imponendosi. La stella drammatica del Paramount, che e' destinata a riempire una lacuna nel ruolo della compagnia delle personalita' celebri, dimostra nell' "Hotel Imperial" tutta la sua grandezza che le si e' pronosticato durante un lungo periodo di tempo. La pellicola sta prendendo forma di un grande dramma, nonche' di uno spettacolo grandioso; e non vi e' il minimo dubbio che questa sara' una delle piu' belle pellicole della compagnia per l'anno 1939. Ray Milland e' splendido nella parte che la accompagna.

Un'altra pellicola popolare in via di produzione e' "Midnight". Claudette Colbert e' salita alla parte principale subito dopo aver finito "Zaza" ed ha avuto il vantaggio di una parte meravigliosa. Don Ameche, concesso da un'altra compagnia, ne e' l'attore principale. Che li coadiuvano vi sono Francis Lederer, Mary Astor, John Barrymore e Elaine Barrie. Mitchell Leisen ha diretto la pellicola.

Ora ve lo possiamo confidare "Say It In French" e' una commedia straordinariamente bella. La pellicola nella quale risplende Olympe Bradna, coadiuvata da Ray Milland, e' stata completata e esibita in New York. La signorina Olympe Bradna, in questa pellicola, rivela tutto il suo talento comico che da essa si aspettava ed in piu' possiede una grazia personale di alto grado. Con qualche altra pellicola come questa, la signorina Bradna sara' definitivamente considerata una stella della Paramount.

Una delle maggiori notizie che dobbiamo riportare durante il corrente mese, si riferisce al successo della pellicola "Men With Wings" alla sua premiere a Londra. (Per essere sinceri, i lettori osserveranno che le premieres di Londra hanno monopolizzato buona parte di questo vostro giornale.) In tutti i modi la premiere dell'Aria e' riuscita in se stessa un grande spettacolo; e i giornali di Londra nonche' gli spettatori sono rimasti entusiasti di questa pellicola.

Un'altro episodio che ha dimostrato il massimo successo a tutt'oggi, e' "If I Were King" il quale, non solo ha dato prova di reale successo, a Londra, ma ha duplicato il trionfo a Stoccolma e altrove. Il direttore e produttore Frank Lloyd, che produsse la pellicola e fu presente alle premieres di Londra e Stoccolma, ci ha comunicato che la pellicola sara' ricevuta entusiasticamente in tutto il mondo. Forse potra' essere un po' troppo ottimista, ma non crediamo lo sia.

Y. FRANK FREEMAN APPOINTED STUDIO HEAD. WILLIAM LE BARON SOLELY IN CHARGE OF ALL FILM PRODUCTION



Prior to the departure for Hollywood of Y. Frank Freeman to head the Hollywood Studio operations, there was a dinner in tribute to him at the Waldorf-Astoria Hotel in New York City on Sunday, November 27th. The scenes above testify the good-heartedness of the affair. In the first scene Vice President Neil Agnew tells a good

one to George Weltner, executive assistant to Vice President John W. Hicks, Jr., while Purchasing Manager Frank Meyer tried hard not to laugh at it also. The second scene reveals Mr. Freeman speaking his thanks, while President Barney Balaban (at left) listens attentively; General Counsel Austin Keough and Edwin L.

Weisl, of the Board of Directors are also caught by the camera. At right, Chairman of the Executive Committee Stanton Griffis watches some friendly cooperation between Vice Presidents Agnew and Freeman, this gesture being symbolical of the spirit destined to exist hereafter between the Distribution and Production departments.

MR. HICKS HOMeward BOUND

Important Announcements for Next Issue

As we go to press we have a cable announcing that Vice President John W. Hicks, Jr., in charge of the entire Foreign Department, and at present additionally Managing Director of the Paramount organization of Great Britain and Ireland, is on board the S.S. Aquitania, New York City bound. He is scheduled to reach Manhattan on December 9th and thus will be in splendid time for a well-earned family reunion.

Mr. Hicks has been writing a great deal of Paramount history (as well as living through a great deal of international history) since he sailed out of New York on that hurricane-ridden afternoon of September 21st. We now know that that storm was portentous of a still greater one on the international horizon.

It is almost superfluous of us to add the note that Mr. Hicks will have a great deal to say through these columns next month.



NEW YORK CITY. Following his appointment as head of the Paramount Studio so far as relations with sales and administrative executives are concerned, Y. Frank Freeman, former head of the Company's theatres, has arrived in Hollywood to commence his duties.

Mr. Freeman will be active head of all studio administration not actively connected with the actual physical production of pictures. (This will be the province of Mr. Le Baron, who has sole charge of the making of our product.) Mr. Freeman will be liaison for the studio on all matters involving film trends, audience preference, overseas obstacles and embargoes and suchlike. He will be the top authority on showmanship angles and it will be his assignment to see that Paramount Pictures continue to have the highest percentage of showmanship, the ultimate limit in entertainment and the zenith in exploitation possibilities.

In other words it will be Mr. Freeman's mission to see that the Paramount product remains paramount in every desirable essential.

IN CARDIFF. Busy as he has been throughout his English survey, Mr. Hicks nevertheless found time to stop for the grand old British custom of afternoon tea in the Welsh capital. Even if he hadn't, everyone else would have. He is taking tea with the Deputy Mayor of Cardiff, and the others present are: Paramountees Charles C. Coles (South Wales Manager) and Tony Reddin (Advertising and Publicity Director) standing; and Messrs. E. Ayres and Reginald C. Bromhead (Trustee and Chairman respectively of the Cinematograph Trade Benevolent Fund). Mr. Ayres is also, of course, Paramount's General Secretary in Great Britain.



GLAMOROUS GLADYS

This, *Legionnaires*, is Gladys Swarthout, who has forsaken her singing to concentrate on her acting in "Ambush," which has been completed by Paramount. It is a gangster thriller and is therefore in an entirely different category to Miss Swarthout's "Romance in the Dark."

Our whimsical note of the month belongs to Cuba, where the Havana office of Paramount is now located at Industria 312. Is there any significant alliance between this street name and the fact that the Cuban Paramountees have skyrocketed to 4th place?



LAUGHTON, LANCHESTER AND A SPLINTER

As announced last month, Charles Laughton's *Mayflower* production, "Vessel of Wrath," produced by Erich Pommer, has been taken for Paramount distribution in the United States, as well as in certain overseas territories under the title of "The Beachcomber." The overseas territories have been duly and officially advised. Our scene above, which is from the picture, shows Laughton as "Ginger Ted" receiving a splinter-removing ministration from Elsa Lanchester, who plays opposite him in the picture and who is also his wife in real life.

STANDINGS

How the Divisions and Countries Stood at the End of October, With 2 Months of Contesting Behind and 2 Months Ahead

As is only to be expected in a Contest of international proportions, there were changes and switches in our event, the standings of this month revealing a batch of changes since last month.

For instance, in the Divisions—while Groves still leads, and del Villar races along in second place, York has vaulted from 4th of last month to 3rd this month. Nathan has come up from 5th to 4th—and that is all of the Divisional changes, the remainder being status quo, with of course the exception of Hunter, who had to make way for the racers already mentioned.

In the Section devoted to the Countries there has been an astounding change with respect to 1st place, Straits Settlements vaulting to it from last month's 14th. Java is 2nd this month after last month's lead, Germany has gone to 3rd from 7th, Cuba (another whizzer) to 4th from 16th, but Sweden is down a couple of notches to 5th. Peru is to 6th after last month's 8th, Chile prefers 7th to 2nd, Argentina is to 8th after last month's 12th, and whizzing Puerto Rico is 9th instead of 21st. Denmark prefers 10th to 6th, Finland likes 11th better than 4th, Australia-New Zealand prefers 12th to 5th, and Brazil this month goes to 13th instead of 15th. France this month taps 14th instead of 17th, Norway goes the other way to get 15th instead of 10th, but Jugo-Slavia has the right idea in choosing 16th instead of 24th. Uruguay's 17th isn't as good as last month's 11th, nor is Philippines 18th, while Great Britain's 19th is good old status quo. Hungary's 20th is a long way below last month's 9th, but Rumania's 21st is a quintette better than last month's figure, although Guatemala's 22nd is four points lower than last month. Czechoslovakia's 23 is better than last month's, but Holland's 24th isn't, nor is Trinidad's 25th. India's 26th is slightly unbetter, so is Poland's 27th, and the remaining three—Panama, Colombia and Mexico have not changed place-wise.

THE DIVISIONS

Groves	1
Del Villar	2
York	3
Nathan	4
Hunter	5
Day	6
Klarsfeld	7
(Great Britain).....	8
Olsen	9
Pratchett	10
Ballance	11

THE PRIZES

Manager of Winning Division (on basis outlined in Mr. Hicks' letter)	\$500.00
Manager, 2nd Division.....	\$350.00
Manager, 3rd Division.....	\$200.00

Entire Staff of Winning Country
(according to letter instructions) will
receive 2 weeks' salary additional.

Entire Staff of 2nd Country, one
week's salary additional.

Entire Staff of 3rd Country, one-
half week's salary additional.

THE COUNTRIES

1 Straits Settlements	1
2 Java	2
3 Germany	3
4 Cuba	4
5 Sweden	5
6 Peru	6
7 Chile	7
8 Argentina	8
9 Puerto Rico	9
Denmark	10
Finland	11
Australia-New Zealand.....	12
Brazil	13
France	14
Norway	15
Jugo-Slavia	16
Uruguay	17
Philippines	18
Great Britain	19
Hungary	20
Roumania	21
Guatemala	22
Czechoslovakia	23
Holland	24
Trinidad	25
India	26
Poland	27
Panama	28
Colombia	29
Mexico	30

SPECIAL NOTES. For reasons entirely beyond our control it is impossible to carry in any listings the Paramount accomplishments of Italy, China and Japan.... And for the purpose of emphasis, the territories and men listed in heavier type are all over quota this month.

DEFINITE RECORD FOR "HOTEL IMPERIAL"

Isa Miranda's first Paramount starring production in English, "Hotel Imperial," has hung up a record which reaches an all-time Hollywood high. The picture has necessitated the casting of 162 speaking roles.

This figure eclipses by a very large margin the previous record-holder, a Cecil B. deMille production, which had 100 speaking parts.

The era of the talking picture has definitely arrived.

MORE GREAT MUSICAL SHORTS

In view of the unprecedented success accorded Paramount's latest symphonic short subject "Schubert's Unfinished Symphony" in many pre-release engagements throughout U.S.A., Lou Diamond, head of Paramount's short subject department, announces that the company will produce four more symphonic shorts featuring the National Philharmonic Orchestra of the U.S.A., with Frederick Fehér conducting and directing.

In addition to "Tannhauser" and "Schubert's Unfinished Symphony" the current season's program will also contain "The Blue Danube" soon to go into production.

Three other symphonic shorts, "Merry Wives of Windsor," "William Tell" and "Farewell, Vienna," an original composition, will be distributed on Paramount's 1939-40 season's program.



BEAMING BENNY

Jack Benny, star of both of Paramount's "Artists and Models" creations, and now cast for the lead with Dorothy Lamour in "Man About Town," is here shown rehearsing for his role in the comparative quiet of his Californian estate.

TITO GUIZAR'S "EL TROVADOR DE LA RADIO" ACCLAIMED SPANISH TRIUMPH



Tito Guizar, as a radio singer in love with his nurse, gets attention from lovely Robina Duarte, while the doctor (Paul Ellis) acts nonchalant.

Already on film, and acclaimed by executives and trade press alike, "El Trovador de la Radio" emerges as the best Spanish-language film to ever bear the Paramount Trade Mark. It was produced at the Grand National Studios in Hollywood by Dario Productions, with Richard Harlan as director and a most capable cast in support of the star, Tito Guizar. The picture was brought in under budget, it has superb production value, sparkling music and swell performances by all members of the cast.

All the way around it looks like an excellent piece of business, and the Paramount studio executives who saw the film in completed form in the Company's Hollywood studio appeared to concur in this belief. The trade press insisted on turning hand-springs over the accomplishment, and because we cannot hope to tabulate all the encomiums here, we have selected the review of The Hollywood Reporter as being representative of the best of the conservative reviews. In part this one said:

"*El Trovador de la Radio*" sets a standard for Spanish pictures that will be hard to follow. Dario Faralla makes his debut as a producer for Paramount and has turned out a picture that should reap the harvest in the Spanish field. . . . It allows Tito Guizar, the number one singer of Latin America, an opportunity to show his great vocal talent in several songs and radiate his charming unaffected personality. . . . Richard Harlan makes his debut as a director and turns in a job that is worthy of a seasoned hand in the game. The picture introduces Robina Duarte, who is a find. Paul Ellis and Tana, as the heavies of the piece, turn in good performances, as does Paco Moreno as the comic valet. Barry Norton as a newspaper reporter handles his role well. . . . The picture is well above the

BRADNA-MILLAND TRIUMPH IN SPARKLING COMEDY

New York Critics Enthuse Over "Say It In French"

The last day of November was the first day of triumph for a sparkling new Paramount comedy. On that day, "Say It In French" opened at the New York Paramount and ushered in a new paean of praise for the comedy team of Olympe Bradna and Ray Milland. Some of the scintillating excerpts from the critiques run as follows:

(*Mirror*) "Much hearty laughter rings from the sound-track of 'Say It In French' and is echoed by the audience." (*Times*) "Jacques Deval, who has the reputation of never getting out of a bedroom farce on the wrong side, has written an engaging bit of animated nonsense in 'Say It In French'."

And so on, all of them heartily in favor of the fact that Paramount has made an amusing comedy, peopled it with interesting characters, and in so doing, given Miss Olympe Bradna another push along the road that has stardom marked at its end.

CASTING FLASHES

Doris Lloyd, British actress, is in the cast of I'M FROM MISSOURI. . . . Paramount has bought from Universal the mystery thriller THE CAT AND THE CANARY and Arthur Hornblow Jr. will film it with Martha Raye and Bob Hope in the leads. . . . Lon Chaney Jr. is in the cast of deMille's UNION PACIFIC. . . . Irvin S. Cobb, America's hefty humorist, has written an original story for Bob Burns and Paramount will probably buy it. . . . Shirley Ross and Bob Hope will co-star in Paramount's swing-saga, SOME LIKE IT HOT. . . . J. Carroll Naish, who will not be in UNION PACIFIC, will have an important role in HOTEL IMPERIAL. . . . J. M. Kerrigan, British actor, has been cast as Barbara Stanwyck's father in UNION PACIFIC.



ARMANDA VARELA

The cast of the next Tito Guizar picture to be made by Dario Production for Paramount release will be graced by the addition of Miss Varela, Argentine stage and screen star. Miss Varela was signed by Dario Faralla, head of Dario productions, immediately upon her arrival in New York from Buenos Aires. She left for her Hollywood assignment by air on November 30th. In addition to her work in Spanish language pictures she is being viewed as a possibility for English-language pictures by the studio's talent department.

standard of pictures made for the Spanish market in production, direction and photography.



Lord Halifax, England's Foreign Secretary, arriving at Paramount's Carlton Theatre, London, for the premiere of "Men With Wings."

"King," "Wings," "Spawn" are Mighty

Paramount's Big Picture Parade is thrilling the entire world. Record after record continues to be smashed, and in every country the exhibitors who were clamoring for more and more big pictures from Paramount are wishing that they had six arms instead of two so as to be able to better take care of the volume of business.



Mr. Hicks seems well pleased with the success of the "If I Were King" premiere, and Mrs. David Rose, wife of Paramount's British production chief, seems in sympathy with this sentiment. The armoured attendant has been ordered not to smile for just this once.

And while on the subject of mighty premieres in London it seems propitious to mention a very fine and unique broadside of London press reviews on "Men With Wings" prepared by Advertising and Publicity Manager Tony Reddin. The broadside represented an airplane in flight, but its wings were removable, and when opened out fully carried the London press criticisms of the film.

Mr. Hicks, whose duties in London these past few months have undoubtedly made him one of the four busiest men in Paramount, has nevertheless been able to find time to shoot occasional cables and many letters in order to tell of the volumes of business being recorded at the Plaza Theatre by "If I Were King" and at the Carlton Theatre with "Men With Wings." The Frank Lloyd epic thrilled Londoners for slightly more than four weeks at a theatre where the regular policy is a weekly change. The Wellman thrill-epic has been at the Carlton now for slightly more than three weeks and is continuing indefinitely.

But the success isn't all centered in London. Across the North Sea, in at least two of



Arriving at the China, Stockholm, Mr. Lloyd (second from left) and Mrs. Lloyd (extreme right). In the group also are Mr. Bengt Janzon, Sweden's advertising and publicity director (extreme left); Manager Bryde of the China Theatre, and Miss Lillian York.

the Scandinavian countries, "If I Were King" is duplicating the British business. Carl P. York had Mr. Lloyd in person for the glamorous preview of the film at the China Theatre. That it is still running there, while Mr. Lloyd is back in Hollywood laying his comprehensive plans for making "Rulers of the Sea," is a tribute to the film which needs no elaborating. The producer accompa-

nied Mr. York to Oslo for the premiere, and with Mr. Erling Eriksen hosting the event, the picture opened to a magnificent reception and is still running.

All of the foregoing territories have already registered great successes with "Spawn of the North," and have indicated in unmistakable terms that every year's program should contain at least one picture of this actionful type. In fact the reports on this picture from all parts of the world have been extremely glowing, and it certainly seems that the Foreign Department is going to show its appreciation of this film.

Australia has released "Spawn" by now, and is likewise planning spectacular premieres for "If I Were King" at the Capitol Theatre, Melbourne, at Christmas time; and "Men With Wings" at the Prince Edward Theatre in Sydney at the same time.

India has sent us word that both "King" and "Wings" will be premiered at Calcutta, Bombay and Rangoon in truly exciting fashion, Mr. Ballance proclaiming his faith in both pictures setting up new records. There is no doubt but that the British flavor of "If I Were King" will result in preponder-



LONDON'S "KING" PREMIERE. Personalities at the opening of the Frank Lloyd picture were: (Top row) Clive Brook, Mrs. Frank Lloyd, C. V. France, Mrs. Brook, Frank Lloyd; Mr. and Mrs. Charles Laughton; Mrs. Jack LaRue, Jack LaRue, David E. Rose and Mrs. Rose. (Bottom row) Americo Aboaf, Henri Klarsfeld, Andre Ullmann; The exterior of the Plaza Theatre; some of the spectacular lobby display.

Words Denoting World Success

ating patronage in the theatres of India.

Now that you have reached this point, study for a moment the psychological effect of this page and what it means to you Paramounters standing on the threshold of 1939. Principally it means that 1938 came through, production-wise, in thrilling fashion, giving you a wide range of spectacular product, such as you have long clamored for. It means, if you will study the other pages of this issue, that the studio and the production department have long foreseen that no matter how great 1938 has been, 1939 has to top it—and have proceeded accordingly.

Regard also the fact that in every instance, in every part of the world, where these big pictures have been offered to audiences, the presentation has been in keeping with the merit of the film. The Foreign Department not only appreciates big pictures sales-wise, but also presentation-wise. The two go hand in hand, and will always continue to do so.

And to show that not only does the Foreign Department appreciate them, but (inspired by some of the scenes shown



CELEBRITIES AT "WINGS" PREMIERE. The night shot of the Carlton Theatre at top left shows the preparations made for greeting the greatest aggregation of living British flying heroes ever to attend a London theatre. One of these, Sir Alan Cobham, is shown with Lady Cobham at top centre. Next in line is Amy Johnson, premiere flying lady of the world. At lower left is Captain Wilcockson, another air ace, with Mr. Hicks in the background. In the next picture, American flier Clyde Pangborn is shown receiving the Gold Trophy Award of the Association of Men With Wings (America) from Sir Hugo Cunliffe-Owen. At the lower right is shown Lord Winterton arriving for the premiere.

immediately above), some of the world's foremost citizens are content to go on record about them. This sentiment springs from the fact that right after the "Men With Wings" premiere, at least five of the famous fliers present at the event wrote their sentiments

regarding this technicolor epic of the air, even to permitting their words to be used for public consumption.

Miss Amy Johnson said: "'Men With Wings' is the best colour film I have yet seen." Mr. W. A. Scott said "The most realistic film I have

ever seen." Flight-Lieutenant Tommy Rose, probably Great Britain's most colorfully popular flying hero of today, said: "A most enjoyable film. When Louise Campbell needs a new leading man, send for me." James Mollison, who is known wherever airplanes have gone, said: "'Men With Wings' is excellent, and the technicolor a joy." One of the air's first great pioneers, Claude Grahame-White, said: "As one of the earliest pioneers of aviation I was deeply impressed by the historical and technical accuracy of this very interesting film."

There indeed is a mighty fine appraisal of a film which really means a great deal in Paramount's forward march. It means a great deal because it is sterling, concrete appreciation of an endeavor on which Paramount banked very heavily; and it means a great deal because it is appreciation of this calibre which permits Paramount to keep marching forward towards still greater accomplishments.

LONDON COULDN'T ESCAPE "MEN WITH WINGS"

Punchy despatches elsewhere tell of the mammoth success of "Men With Wings" in London. The picture is now playing a three-day engagement at the Carlton Theatre, having premiered more auspiciously than any other film in a long while, and the whole of London is very conscious of Paramount's Cavalcade of Air Progress.

Not the least significant contributor to this cavalcade-consciousness was a fleet of ten aeroplanes which wove a continuous pattern across the London skies for several days in advance of the opening of the picture.

Have you guessed that the planes bore a message relating to "Men With Wings"? How clever you are to be right the very first time.



Two of the planes referred to in the accompanying article, trailing their message across London. In the right background is St. Paul's Cathedral.



Frank Lloyd (centre) arrives in Oslo, Norway, accompanied by Mr. Erling Eriksen, manager for Norway, and Mr. Carl P. York, general manager for Scandinavia.

PARADE OF PUBLICATIONS

"Punch of the Blue Ribbon Bunch" of Australia-New Zealand has on its October 10th cover a very significant cartoon of the Blue Ribboners ringing the Quota bell with the aid of a mighty heavy hammer labelled "Contracts." This same Division has also named this Drive for Mr. Hicks, because of a very sentimental reason; and it would appear that this reason will very emphatically serve to give their share of the Drive an almost irresistible impetus.

Scandinavia's "Paramount," that fascinating four-languaged publication with its artistic layouts and its voluminous informativeness, has sent us its October issue. Largely devoted to "If I Were King" and the memorable visit to Denmark, Sweden and Norway of Director Frank Lloyd, it is perhaps the finest number on record. It is particularly gratifying to see how cordially Mr. Lloyd was received, and to note him before the camera in the excellent company of such stalwart Paramountees as Carl P. York, Harald Frost and Erling Eriksen.

"Paramount Service" of India continues to be a fine voice of the organization reaching the many hundreds of sturdy supporters of Paramount throughout the Indian Empire. The issue of November 2nd is editorially endowed with a particularly fine message, and moreover has a lengthy and very informative survey of forthcoming film possibilities as visualized by General Manager Charles Ballance.

Holland's "Paramount Koerier" of November 12th, is even more interesting, publicity-wise, than ordinarily. A particular feature of this issue is a double-spread devoted to recent film weddings in Hollywood, listing specifically the nuptials of Ronald Colman and Benita Hume, Russell Hayden and Jane Clayton, and Martha Raye and Dave Rose, the last-mentioned being the Hollywood composer. Another feature of this issue is the listing of all current Paramount product with cast and length details for ready reference.

"Doradca Filmowy" of Warsaw, Poland, continues to be the chief advance publicizer of "Gulliver's Travels," the November issue carrying quite a thwack in behalf of this picture. It also lays heavy emphasis on "If I Were King,"

(Continued on last Col.)

PARAMOUNT PEOPLE PERSONALS

The Australian cigars were handed around in Sydney on September 24th by N.S.W. Branch Manager Charles Hale. The occasion—the advent of a baby daughter. Heartiest congratulations, Mrs. Hale—and to you, too, Charlie!

Saul Jacobs, manager in Trinidad, and at present on a comprehensive survey of the Caribbean, has halted his tour at Jamaica for an indefinite stay in order to investigate a specific situation. How we envy him—climatically at least.

Another punchy issue of General Sales Manager William Hurworth's sales message to hand from Australia. The fact merely printed here for the record.

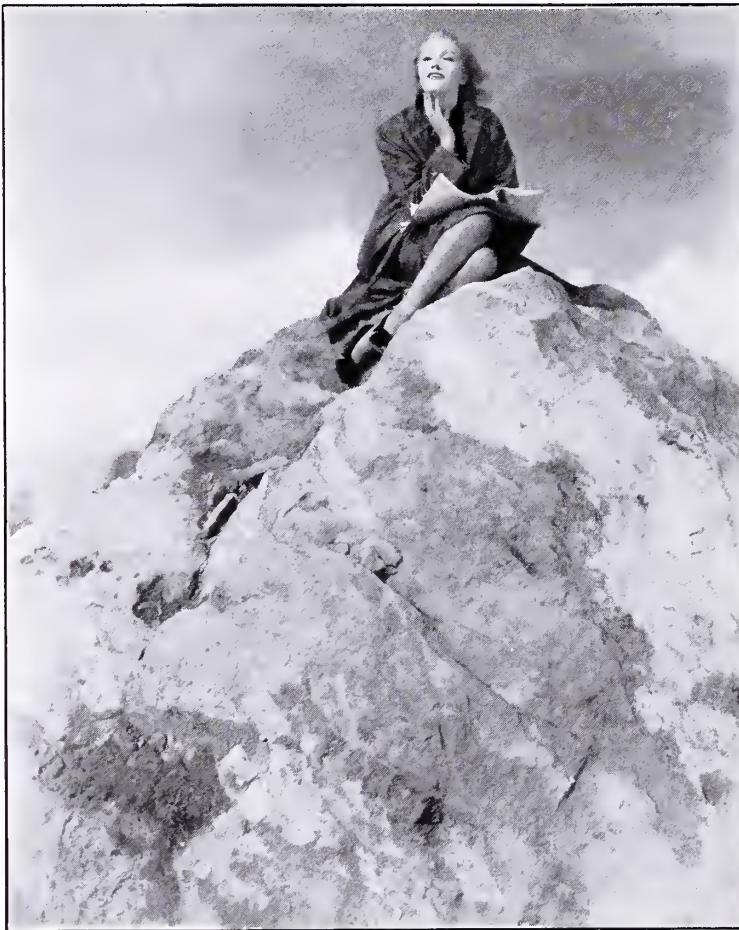
PAUL VERDAYNE PANICKED SIAM WITH HIS SINGING

Paul Verdayne, Paramount manager in Singapore, and a baritone singer of great charm and ability, is perhaps the Paramount organization's most constant manager-salesman-exploiteer. In other words, he never loses an opportunity to help sales and goodwill by virtue of his ability as an exploi-

teer: for it was as an exploiteer with a roadshow unit of "The Ten Commandments" in Melbourne, Australia, that Paul first became a Paramountee.

About once a year his Paramount duties take him into Siam. Early in November he returned from there with a grand account of how "Her Jungle Love" was exploited. Part of his campaign consisted of broadcasting a eulogy of the picture in both English and Siamese (Paul speaks all of the local dialects); and he also had one particular stunt which amazed and delighted the natives. He had his voice recorded on film by the Thai Film Company, a producing unit in Bangkok. He sang from the stage of the Chalerim Krung Theatre, and then afterwards his voice came from the screen, just as though the screen had received it, digested it and then eloquently returned it. This action delighted the natives, who love mystery, and who really thought that Paul had worked magic right before their eyes.

On the practical side of Mr. Verdayne's report was the fact that he brought back to Singapore a new Siamese contract, and also the good-will of the exhibitor as well as of officials of the Siamese government.



ISA TOPS THE PARA-MOUNT

We have long awaited photographic evidence of a Paramount personality scaling the heights of the central figure of our internationally renowned Paramount Trade Mark. Isa Miranda, at present scoring a personal as well as a professional triumph in "Hotel Imperial," has achieved the great distinction of first topping the Para-mount. With the aid of a telescopic camera we present the above close-up, and you are asked to imagine the star-studded arc which surmounts this mount.

MR. HICKS APPOINTS C. J. DICKENSON AS BRITISH G. S. MANAGER



C. J. DICKENSON

Just prior to sailing back to New York on the Aquitania, Mr. Hicks announced the appointment of Mr. C. J. Dickenson as General Sales Manager of the Paramount organization of Great Britain.

Mr. Dickenson, whom we most heartily congratulate on this splendid recognition of merit, has had a long and honorable career with the British organization as supervisor of Branch sales, which eminently fits him for the highly important job of General Sales Manager.

"IF I WERE KING" SUPERBLY EXPLOITED IN STOCKHOLM

Just at press time we received from General Manager Carl P. York a batch of swell exploitation photographs indicating the fine manner in which "If I Were King" was tied in with the Swedish capital's foremost shops.

Of course we will make full use of these photos in our next issue.

(Continued from 1st Col.)

"Union Pacific," "Spawn of the North" and "Zaza." By all odds one of the best house organs.

The late October issue of Australia-New Zealand's "Punch of the Blue Ribbon Bunch" reveals that Mr. Hicks is still a prime favorite with the Paramountees of Mr. Harry Hunter's Division. He cabled them from London regarding the premiere of "If I Were King" and also about other product screened, and the famous Blue Ribbon house organ gave his messages predominant display.

Roumania's "Gazeta Paramount" is still appearing in its favorite red and black on yellow paper and still conveying the ultimate in punch announcements. Editor B. Cehan in his October issue has announced forcefully to the exhibitors of Bucharest, as well as throughout the land, that Paramount has a powerful array of big pictures, among them being "Her Jungle Love," "Professor Beware" and "If I Were King."

Brazil's "Paramount em Accao," whose cartoons of Mr. Day alone are worth waiting a whole month for, has a most amusing one of him in its latest issue. This one reveals Mr. Day in racing shorts arriving at Rio de Janeiro and completing his famous tour of Europe and North America. In addition, the issue announces the appointment of Mr. Samuel E. Pierpoint as Manager for Brazil, accompanying the story with a splendid picture of Mr. Pierpoint, better than any we received from Panama when the subject was general manager of Central America.

CASTINGS

Russell Hopton has been signed for the new Hopalong Cassidy production, *Arizona Bracelets*.

Bryant Washburn will be seen in *Ambush*, the gangster picture starring Gladys Swarthout.

Bing Crosby's first job on returning to the Paramount studio following his current Universal assignment will be to portray the character of Gus Edwards, star finder, in the production entitled *The Star Maker*. Mr. Edwards, who is still living, and who is quite a character along Broadway these days, is renowned as the finder and trainer of Eddie Cantor, George Jessel, Walter Winchell, Lila Lee and a great many others.

Mala, noted portrayer of Alaskan and Indian roles, has been signed for Cecil B. deMille's *Union Pacific*.

John Day has been cast in *Cafe Society*. He is not in any way related to our ever popular John Day of Rio de Janeiro, New York and the Munson Lines.

Hedda Hopper has been signed for *Midnight*. Likewise Francis Lederer and Mary Astor. Claudette Colbert and Don Ameche have the leads.

Anthony Quinn has been given an important role in Cecil B. deMille's *Union Pacific*. Likewise Julia Faye.

Gene Lockhart and Betty Compson have been added to the cast of *Hotel Imperial*, starring Isa Miranda.

Ellen Drew gains the female lead in *The Lady's From Kentucky*, which is a horse-race drama with George Raft in the stellar role of a gambler.

Mary Parker, in whom Paramount has great faith, gets a good chance to justify that faith in *Cafe Society*.

Paramount has exercised its option on Donald O'Connor, the youngster who practically took *Sing You Sinners* away from Bing Crosby and Fred MacMurray. Since then he has made *Men With Wings*, *Sons of the Legion* and *Tom Sawyer, Detective*, and is now working on *Two Weeks With Pay*.

Helen Twelvetrees has entered the cast of *Persons in Hiding*. Lynne Overman, Patricia Morrison, William Henry and John Eldredge head the cast of this action picture which is being directed by Louis King.

Bulldog Drummond's Secret Police has been completed under the direction of James Hogan, with John Howard, Heather Angel, Reginald Denny, E. E. Clive, Leo Carroll, Forrester Harvey and Clyde Cook.

Bob Burns has returned from a Honolulu vacation and is already at work in *I'm From Missouri*. Supporting him are Gladys George, Judith Barrett, Barry MacKay and E. E. Clive.

Andrew Stone, who to date has directed *Stolen Heaven* and *Say It In French* for Paramount, has received a year's extension to his contract.

Paramount will make a jitterbug epic in which the band of Drummer Gene Krupa will be featured.

Next in line of Paramount's "Campus" sagas will be *Campus Dormitory*.

Reginald Owen, important British actor, has been signed for a featured role in *Hotel Imperial*.

A cast addition to *Two Weeks With Pay* is William Gargan.

Gladys Swarthout has completed her non-singing role in *Ambush*, her final Paramount picture, and is in New York City on vacation.

EPICS AND SUCHLIKE

Every time we get around to mentioning a parade of major Paramount productions we real-

ize the significance of the phrase "An embarrassment of riches."

A little earlier in this manual of news and information we bore



THE LATEST ABOUT LAMOUR

The lovely Dorothy Lamour, shown here as background to the theme song of her newest Paramount picture, "St. Louis Blues," has a busy Paramount schedule ahead of her.

Recently she signalized the termination of "St. Louis Blues" by visiting New York City. She has since returned to commence preparations on her role as leading woman for Jack Benny in "Man About Town."

Following that she will co-star with George Raft in "Two Time Loser," the story of a gambler.

And then there looms up for her what is probably her most ambitious undertaking to date—"Moon Over Burma." The acquisition of this story was a Hollywood triumph for Paramount, our organization beating the other majors in one of the most spirited duels to date. As announced, the story reveals "a romantic drama of the Orient, opening in Mandalay shortly before the dawn comes up like thunder, and shifting to the teakwood plantations back of Rangoon, where most of the action takes place." Miss Lamour will portray an American girl stranded in the faraway land. George Raft will be seen as a devil-may-care plantation overseer, and Fred MacMurray will appear as his co-worker and pal.

MADELEINE CARROLL SIGNED TO LONG TERM PARAMOUNT STARRING CONTRACT

As the result of her magnificent work in the leading female role of *Cafe Society*, Madeleine Carroll, blonde British beauty, becomes a Paramount star. A long term contract to this effect was signed last month, and within the next few days Miss Carroll will commence work in *Air Raid*.

Her screen appearances hereafter will be confined to Paramount films.

down with prideful emphasis on the magnificent success abroad of "If I Were King," "Spawn of the North" and "Men With Wings." Now it devolves upon us to mention some of the new great films that are already celluloided and should shortly be seen by you.

There's "Zaza," for one—a passionate story of a woman's almost unbearable love, superbly enacted by Claudette Colbert and Herbert Marshall. And there's "St. Louis Blues," which we believe has been fashioned into fine entertainment by Lloyd Nolan, Dorothy Lamour, Tito Guizar and Jessie Ralph.

"Hotel Imperial" is whipping up into a resounding drama, and the word is already being trumpeted that in Isa Miranda we have a truly international star. She gets fine help in the film from Ray Milland also.

And as the finger traces down the schedule we pause with significant emphasis at Cecil B. deMille's "Union Pacific," with Barbara Stanwyck, Joel McCrea and Akim Tamiroff; at "Midnight," with Claudette Colbert and Don Ameche starred, and with John Barrymore, Francis Lederer, Mary Astor and many other important ones in the cast; at "The Lady's From Kentucky," with George Raft, Erin Drew, Hugh Herbert and ZaSu Pitts.

Paramount has the big ones—already in the exchange film vaults and already on the way.

The final and definite title for the first of the new series of Charlie Ruggles-Mary Boland co-starring pictures has been set at *Two Weeks With Pay*. It had formerly been called *Parents on Probation*.

As soon as Ray Milland completes his featured role in Isa Miranda's production, *Hotel Imperial*, he will depart for a vacation in England. It is announced that when he returns he will be featured in William Wellman's Technicolor production, *The Light That Failed*. This, of course, is the famous Kipling novel.

Henry Victor, noted British actor, has been added to the cast of *Hotel Imperial*.

Rex O'Malley, noted New York stage star, who has an important role in *Zaza*, has been cast in the same star's new picture, *Midnight*.

George Bruce, prolific scenarist who was responsible for Metro's "The Crowd Roars" and "Navy Blue and Gold," has been signed by Paramount to do the script for *Navy Nurse*.

Regis Toomey, likeable young character actor of many successful films, has been signed for one of the important roles in Cecil B. deMille's *Union Pacific*. In keeping with his consistent record in past pictures, Toomey will "die" in this railroad epic.

Ralph Rainger and Leo Robin, prolific Paramount songwriters, have been signed to write the score for the new Jack Benny-Dorothy Lamour picture, *Man About Town*, which is due to enter production shortly.

Curt Bois, character comedian, who scored so well in *Romance in the Dark* as the secretary who couldn't stay awake until staying awake was the most exciting thing in the world, has been signed for *Hotel Imperial*.

FINAL DECISION ON INTERNATIONAL PHASE OF PARAMOUNT-ON-PARADE-AROUND-THE-WORLD EXPLOITATION CONTEST

Overseas and Domestic Entries Declared a Spectacular Tie

At long last, and as the pyrotechnical year of 1938 is preparing to slip its moorings, there has come from Hollywood an official decision on the Contest between the Overseas and Domestic entries in our great exploitation contest of last March, April, May. The decision is that it is a draw.

Thus the spectacular entry of Señor Ramos de Castro of the Cine Plaza in Rio de Janeiro, Brazil; and the entry of Mr. Harold Armistead, of the Lyric Theatre in Easley, South Carolina (U.S.A.), will share in the international award on a 50-50 basis.

In other words, duplicate trophies will be awarded to each of these enterprising exhibitors, with the actual presentations taking place at the earliest opportunity.

The decision which resulted in this tie came from the ceremony of judging which took place in Paramount's Hollywood Studio late in November. Participating in the event were Miss



CHECK PRESENTATION. This is the scene in General Manager John L. Day's office in Rio de Janeiro on the occasion of presenting the prize-winning check to the Overseas Winner, Señor V. Ramos de Castro. In the group, left to right, are: Paramount Sales Manager A. Steinberg, Mr. S. E. Pierpoint, Brazil Manager for Paramount; Mr. Day, Señor Rodolfo Paladini, Rio de Janeiro Manager; Prize Winner Señor de Castro, Dr. Mario V. R. de Castro, son of the aforementioned; and Señor Osvaldo Leite Rocha, Paramount Publicity Manager.

Madeleine Carroll and Messrs. Cecil B. deMille, William Le-Baron, A. M. Botsford and a number of others.

Thus one of Paramount's most ambitious and spectacular campaigns has been brought to a successful and eminently satisfactory close.



COLORFUL PUNCH CHARACTERIZES FRENCH POSTERS

Depicted here are five of the posters prepared by the Paris publicity staff, under the direction of Jack Plunkett, for the exploitation of "Her Jungle Love." Suffices it to be said that our reproduction here does not in any way do justice to the color, punch and effectiveness of these posters, which have been

made by a new photographic process, the progress of which was materially aided by Paramount inventiveness. The posters constituted a special display in Home Office for several days, after which they were photographed and then despatched to the studio for display purposes there.

EXPLOITATION NOTES

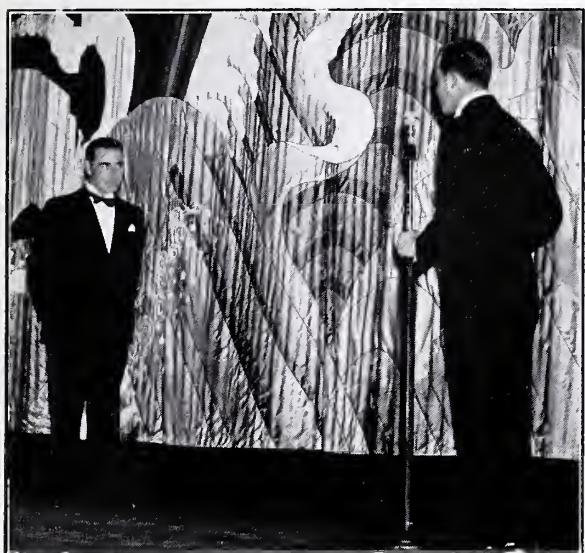
One of the finest brochures to come to our desk in many months was the one produced by the London office to voice to the film industry the tributes of the London film critics occasioned by the premiere of "If I Were King."

A pair of powerful publicity plugs from Argentina were the books recording the advertising and exploitation campaigns put across by Publicity Director Guillermo Fox on behalf of "Bluebeard's Eighth Wife" and "Tropic Holiday." Both books, following New York inspection, are now in Hollywood.

SIGNIFICANT ISSUE OF LONDON'S "PARAGRAM"

The October issue of Great Britain's forceful house organ announced to British Paramounters the assumption, by Vice President John W. Hicks, Jr., of the managing directorship of the British organization in addition to his duties as General Manager of Paramount's entire Foreign Department.

The issue also carried a personal message from Mr. Hicks to the British personnel, and Editor G. H. Hawkins selected from this message, for special display, the following facts: "Paramount has only two tenses—present and future," and "It's the Team that Wins Games." In commenting editorially on the accession of Mr. Hicks to this additional post in his Paramount duties, "The Paragram" says: "Mr. Hicks has no need to demand the loyalty and devotion of the Paramounters of Great Britain; he already has it whole-heartedly, and without reserve."



Frank Lloyd takes a little direction himself on the stage of the China Theatre in Stockholm, while Dr. Harald Molander introduces him to the audience and to the great radio public over a national Swedish hook-up. In the background is the magnificent curtain of the China Theatre.

DENNA MÅNADS NYHETER

"Zaza" är färdig och uttalandet av alla, som sett filmen, är att Paramount i den har en dramatisk pärla och att Claudette Colbert spelar bättre än någonsin. Mr. Albert Levin, som är ansvarig för filmen, har rest till Europa på semester.

Resultaten i den stora "Collectionstävlan" tyckas visa, att det territorium, som är under John A. Groves' överståthållarskap, står i spetsen. Bara se på tabellen denna månad och ni kommer att förstå allt.

Äntingen slår Isa Miranda ut i full blomm. Paramounts dramatiska stjärna, som väntas att helt fylla ett tomrum bland bolagets välkända spelare, visar i "Hotel Imperial" all den ta-lang, som väntats av henne för flera månader. Filmen är oerhört dramatisk och dessutom gjord med stor makt, och det är inte det minsta tvivel om, att den kommer att bli en av de utvalda filmlerna av 1939 års skörd av filmer från alla bolag. Ray Milland är utmärkt i den manliga huvudrollen.

En annan almänpopulär film, som just nu upptages, är "Midnight." Claudette Colbert hade just avslutat "Zazafilmen," när hon ögonblickligen fick påbörja inspelningen av denna film. Medspelarna äro alla stjärnor. Don Ameche, lånad från ett annat bolag, är hjälten. De andra äro Francis Lederer, Mary Astor, John Barrymore och Elaine Barry. Mitchell Leisen är regissör.

Vi ha nu rätt att påstå att "Say It In French" är en bra komedi. Filmen

är färdig och har blivit beskådad i New York. Stjärnorna äro Olympe Bradna och Ray Milland. Olympe Bradna har här tillfälle att visa sin talang för komedi—av vilken väntats mycket—och tillika utsträlar hon stor charm. Ett par, tre filmer av samma slag och hon är verklig Paramountstjärna.

En av de viktigaste nyheterna denna månad är, att "Men With Wings" är en stor succé i London. (Ni kunnna själv see, att våra Londonöppningar ta upp en stor del av utrymmet i detta månadshäfte.) I varje fall var premiären på denna glänsande luftfilm glänsande i sig själf, och Londontidningarna och åskådarna prisa filmen till skyarna.

En annan glädjande nyhet är, att "If I Were King" också är en stor-film, som inte endast gjorde triumf i London, men också i Stockholm och ett flertal andra platser. Dess regissör och skapare, Frank Lloyd, var själv närvärande både vid Stockholm och Londonpremiären, och har försäkrat oss om, att filmen säkerligen kommer att bli väl mottagen, varhelst den visas. Kanske han är en smula partisk, men vi tro knappast det.

CAST ADDITIONS TO "UNION PACIFIC"

Cecil B. deMille announces that Francis MacDonald, Stanley Ridgely, Sheila Darcy and Brian Donlevy have been added to the already imposing cast of "Union Pacific."

"HER JUNGLE LOVE" WAS JUST WHAT SIAM WANTED

Have you ever stopped to think of the marvelous reception that Dorothy Lamour would receive if she ever happened to go in person to the exotic Orient? Putting that hypothetical question to one side for the moment, let us consider the magnificent things that the Orient is doing with the celluloid shadow (in Technicolor) of Miss Lamour—and, of course, not forgetting Paramount's *Hc-Man Ray Milland*.

One sample is shown above in the form of a reproduction of a one-sheet poster produced by the United Cinema Company, Limited, of Bangkok, Siam. The language is of course Siamese, and the poster has reached us through the courtesy of Mr. Erb Samphya, advertising manager of United Cinema.



DIE NEUTESTEN NACH-RICHTEN.

"Zaza" ist fertiggestellt worden und das Urteil aller, die Gelegenheit hatten diesen Film zu sehen, lautet: Es ist ein hochdramatisches Paramount Juwel, in dem Claudette Colbert die grösste Rolle ihrer Filmkarriere innehat. Herr Albert Lewin, der Produzent dieses Filmes, hat eine Urlaubsreise nach Europa angetreten.

Die Resultate des Collections Wettbewerb weisen mit aller Bestimmtheit auf den Erdteil hin, der John A. Groves' Oberleitung untersteht. Wenn Sie einen Blick auf die Filialstände dieses Monates werfen, da wissen Sie was wir meinen.

Endlich ist es Isa Miranda gelungen sich durchzusetzen. Dieser neue Paramount Star, welcher einmal eine grosse Nische in Paramount's Zirkel führender Filmkünstler ausfüllen soll, hat in "Hotel Imperial" bewiesen, dass sie alle Fähigkeiten besitzt die man seit Monaten prophezeite hat. "Hotel Imperial" entwickelt sich zu einem ganz grossen dramatischen Filmwerk und wird ohne Zweifel der führende Film aller Filmgesellschaften für 1939 sein. Ray Milland ist grossartig in der männlichen Hauptrolle.

Ein weiterer vielversprechender Film, der sich ebenfalls in Arbeit befindet, ist "Midnight." Claudette Colbert hatte gerade "Zaza" beendet, als ihr auch schon die Hauptrolle in "Midnight" angetragen wurde. In diesem Film hat sie die grossartigsten Gegenspieler, die man sich wünschen kann, nämlich Don Ameche, der von einer anderen Filmgesellschaft ausgeleihen worden ist, Francis Lederer, Mary Astor, John Barrymore und Elaine Barrie. Mitchell Leisen inszeniert den Film.

Und wir haben immer noch mehr gute Nachrichten für Sie. Da ist zum Beispiel die erstklassige Komödie "Say it in French," mit Olympe Bradna und Ray Milland in den Hauptrollen, die kürzlich in New York gezeigt worden ist. Miss Bradna beweist in diesem Film, dass sie nicht nur ein geborener Komiker sondern auch eine äusserst charmante Frau ist. Wenn Miss Bradna uns noch einige weitere Filme dieses Kalibers bietet, wird sie sich gut als neuer Stern im Paramount Banner ausnehmen.

Einer unserer Hauptberichte dieses Monats handelt von der erfolgreichen Londoner Premiere des Filmes "Men With Wings." (Dabei weisen wir darauf hin, dass Londoner Premieren einen immer grösseren Teil unseres Hausorganes ausfüllen.) Die Premiere dieses Fliegerschauspiels gestaltete sich wahrlich zu einem Schauspiel. London's Presse und Publikum waren ausser sich vor Entzücken.

Ein weiterer Erfolg ist "If I Were King," der nicht nur in London grosse Begeisterung ausgelöst hat, sondern seinen Triumphzug in Stockholm und anderen Hauptstädten fortsetzt. Regisseur-Produzent Frank Lloyd, welcher diesen Film hergestellt hat und bei der Londoner, wie auch bei der Stockholmer Premiere anwesend war, berichtet uns, dass er vollkommen überzeugt ist, das "If I Were King" in allen Teilen der Welt mit sturmischer Begeisterung aufgenommen wird.

LES NOUVELLES DU MOIS

"Zaza" a été terminé, et le verdict de ceux qui ont vu le film achevé est que c'est un bijou dramatique de Paramount et que Claudette Colbert y donne la plus grande représentation de sa carrière. M. Albert Lewin, le directeur de la production, est parti pour des vacances en Europe.

Les résultats dans le Concours en cours indiquent que l'avantage reste à cette partie du monde que dirige M. John A. Groves. Voyez à ce sujet les résultats pour juger des places et vous rendre compte de ce que nous venons de dire.

Enfin Isa Miranda obtient le succès qui lui revient. L'étoile dramatique de Paramount qui, on s'y attend, occupera une grande niche dans la salle des grandes étoiles de Paramount, prouve, dans "Hotel Imperial," qu'elle est arrivée à la magnitude qu'on lui a prédicté depuis tant de mois. Le film se révèle comme un grand drame et un grand spectacle, et il n'y a pas le moindre doute que ce sera un des films des plus remarquables de notre compagnie pour 1939. Son vis-à-vis, lui-aussi, est splendide dans son rôle.

Un autre film qui est également en voie d'exécution est "Midnight." Claudette Colbert en est la vedette et a commencé ce film aussitôt qu'elle eut terminé "Zaza." Elle est entourée d'une merveilleuse compagnie et a comme partenaire Don Ameche qui fut emprunté à une autre compagnie. Citons seulement Francis Lederer, Mary Astor, John Barrymore et Elaine Barrie. Mitchell Leisen est le metteur en scène.

Maintenant nous pouvons vous dire que "Say It In French" est une très bonne comédie. Ce film qui a comme étoiles Olympe Bradna et Ray Milland, a été achevé et projeté à New-York. Ici, Mademoiselle Bradna révèle tout le talent comique que l'on attendait d'elle, et en outre elle montre un charme personnel exceptionnel. Il ne faudra pas beaucoup d'autres films comme celui-ci pour que Mlle. Bradna soit définitivement une des étoiles de Paramount.

La grande histoire de ce mois-ci, c'est le rapport du succès qu'a remporté "Men With Wings" et son étonnante première à Londres. (En fait, vous découvrirez que les ouvertures à Londres occupent une large partie de ce numéro.) De toute façon, la première de ce spectacle aérien fut elle-même un grand spectacle, et les journaux londoniens aussi bien que les amateurs de cinéma furent ravis.

Une autre histoire à succès, est celle de "If I Were King," qui fut un triomphe non seulement à Londres, mais encore à Stockholm et autre part. Le producteur-metteur-en-scène Frank Lloyd qui dirigea la prise de vues et fut présent aux premières à Londres et à Stockholm, nous a dit combien il était sûr que ce film serait excellentement reçu dans le monde entier. Naturellement il peut voir la chose à sa façon, mais nous la voyons comme cela aussi.

ZAZA IS PRONOUNCED "MAGNIFICENT"

"Zaza" is af. Voor degenen die de film reeds gezien hebben, is het een triomf voor Paramount, terwijl Claudette Colbert onvergelijkbaar spel te zien geeft. Albert Lewin, de producent van de film is met vacantie in Europa.

De resultaten van het Collectie Concours duiden op een eventuele zege voor het gedeelte van de wereld dat onder leiding staat van John A. Groves. Bekijk den stand maar eens, dan zult U zien wat we bedoelen.

Isa Miranda heeft eindelijk de plaats bereikt, die haar als een grote actrice rechtmatig toekomt. In Paramount's "Hotel Imperial" geeft zij een vertolking overeenkomend met hetgeen wij reeds maanden geleden hebben voorspeld. De film neemt alleen den vorm aan van een sterk drama en een geweldig schouwspel en deze rolprent wordt zonder enigen twijfel een van onze reusachtigste succesfilms van het speelseizoen 1939. Ray Milland speelt de mannelijke hoofdrol.

Een tweede film, eveneens in staat van wording is "Midnight". Claudette Colbert geeft hierin een vervolg van haar schitterend spel in "Zaza" bijgestaan door vooraanstaande spelers. Don Ameche, voor deze film afgestaan door een andere film maatschappij, speelt tegenover Claudette. Voorts vinden wij in deze film, Francis Lederer, Mary Astor, John Barrymore en Elaine Barrie. De regie is toevertrouwd aan Mitchell Leisen.

"Say It in French" is een vermakelijke klucht. De film is af en reeds voorvertoond in New York. Olympe Bradna en Ray Milland vervullen de hoofdrollen. Behalve haar geweldig persoonlijk charme, haalt Olympe Bradna alles uit haar karakter rol wat er in zit. Nog een stuk of wat soortgelijke films en Miss Bradna zal een der meest geliefde Paramount sterren zijn.

Een der belangrijkste wetenswaardigheden van de maand is het wereldsucces van "Men With Wings" voorafgegaan door de premières in Londen. (Ge zult trouwens zien dat premières in Londen een groot gedeelte van dit nummer beslaan) Hoe dan ook, de eerste vertooning van het luchtvaart schouwspel was een grandioos schouwspel op zichzelf en de Londensche pers was erover opgetogen.

"If I Were King," een schlager in Londen, vond een even gunstig ontstaan in Stockholm. De regisseur, Frank Lloyd, die de premières in Londen en in Stockholm bijwoonde, verklaart dat de film wereldsucces zal hebben. Hij kan natuurlijk eenigszins bevoordeeld zijn, maar wij meenen van niet.

NOTICIAS DO MEZ

O filme "Zazá," já quasi completo, tem causado óptima impressão a todos quantos o viram. Essa produção é uma maravilha de dramaticidade, e nella Claudette Colbert se sobrepuja a tudo quanto já realizou na sua bella carreira. Mr. Albert Lewin, produtor dessa fita, partiu há dias para a Europa, em viagem de férias.

O resultado mensal de nosso Concurso mostra que as vantagens estão presentemente com os defensores do território capitaneado por Mr. John A. Groves. Recorra o leitor ao quadro das entradas e verá do que se trata...

—Por fim, Isa Miranda encontrou



STOCKHOLM STILL ACES WHERE EXPLOITATION IS CONCERNED

Carl P. York not only inspires the devising of some of the best Paramount exploitation that's seen in any part of the world, but he is also this publication's friend in that he always manages to have a good cameraman handy so that we will be able to pass the news about the good work on to all parts of the world. Current samples, reproduced above, have to do with "Tropic Holiday," which has been exploited with telling effect through the medium

of many of Stockholm's store windows. It seems that the shopkeepers of the Swedish capital are very movie-minded, and moreover they know decorative and cooperative advertising when they see it. On this basis they appear to be only too happy to fall in with whatever suggestions Carl York and his live-wire publicity manager, Bengt Benzon, have to offer. As you can see, two of the depicted windows are connected with ladies' wear stores, the other is a music store window.

un vehículo condigno do seu talento. A estrela dramática de Paramount faz a primeira dama do filme "Hotel Imperial," que está tomando as proporções de um trabalho de todo esplendoroso. De fundo internacional, de trama forte e bem talhada, esta produção será indiscutivelmente uma das "supers" da nova temporada. Ray Milland é o seu imitável galan.

—Outra produção que está em vias de progresso é "Midnight" (Meia noite). Claudette Colbert será a protagonista desta fita, devendo iniciar os trabalhos assim que dê os últimos retoques a "Zazá." Don Ameche, cedido por outra companhia, será o galan de Claudette. No mesmo elenco veremos Francis Lederer, Mary Astor, John Barrymore e Elaine Barrie. Mitchell Leisen será o diretor.

—Não importa em que língua tratemos do filme "Say It in French" (Dize-m'o em Francês) é uma óptima comédia, na qual veremos outra vez a linda francesinha Olympe Bradna, que tem Ray Milland como galan. Nesta produção Miss Bradna nos dá os esplendores do seu talento, tal como o esperamos, não restando mais dúvida de que ella será muito breve uma grande estrela da Paramount.

—A notícia de maior importância este mês, no que concerne à exibição das fitas no estrangeiro, prende-se à estreia em Londres do filme "Conquistadores do Ar" (Men With Wings), como os leitores verão da ampla reportagem photographica que damos. Não ha dúvida, a estreia londrina foi um acontecimento sem precedentes, e o filme bem o merece.

—Em quanto tratamos do super-filme "Conquistadores do Ar," sejamos dado acrescentar aqui que o seu sucesso não se prende somente à capital inglesa, pois, estreiado logo depois em Estocolmo, teve ali estrondoso sucesso. Aliás tem sido uma carreira de sucesso sobre exito onde quer que o filme é exibido.

Noticias del mes

—"Zazá," que acaba de quedar terminada, es en sentir de todos cuantos la han visto, verdadera

joya dramática de la Paramount, en la cual lleva a cabo Claudette Colbert la interpretación cumple de su carrera. Don Albert Lewin, el productor, ha salido para Europa en viaje de receso.

—Los resultados del Concurso parecen indicar que la región más aventajada es aquella en que está de jefe don John A. Groves. No hay sino que pasar la vista por los datos de este mes para enterarse de lo que queremos decir.

—Por fin nos demuestra Isa Miranda todo lo que vale! La estrella dramática de la Paramount, que está llamada a ocupar puesto muy visible entre las más ilustres de esta Editora, acreda en "Hotel Imperial" que responde con creces a cuanto de ella se había estado aguardando. La película, que va desenvolviéndose en intenso drama al par que en gran espectáculo, será a no dudarlo una de las mayores de la producción cinematográfica de 1939. Ray Milland es su primer actor.

—Otra película que se está cinematografiando en la actualidad es "Medianoche" ("Midnight"). Claudette Colbert, la estrella, que pasó a interpretarla no bien hubo terminado "Zazá," cuenta con la colaboración de maravilloso reparto, compuesta por Don Ameche, cedido por otra editora cinematográfica, y a quien toca el primer papel masculino; Francis Lederer, Mary Astor, John Barrymore y Elaine Barrie. La dirección se halla a cargo de Mitchell Leisen.

—Estamos ya en capacidad de asegurar que "Dímelo en francés" ("Say It In French") es una magnífica comedia. La película, intérpretes principales de la cual son Olympe Bradna y Ray Milland, quedó terminada y se ha exhibido en Nueva York. Aparte de demostrar que posee toda la vis cómica que se le suponía, Olympe Bradna está realmente hechicera. Con algunas películas más como ésta, quedará definitivamente clasificada entre los astros de primera magnitud de la Paramount.

—Una de las noticias más importantes de la crónica del mes es

la relativa al triunfal estreno de "Hombres con alas" ("Men With Wings") en Londres. (De hecho, y según podrá advertirse, los estrenos londinenses ocupan buen espacio en este número). El de la espectacular película de aviación resultó en sí mismo algo espectacular que entusiasmó tanto a la prensa como al público de Londres.

—Otra noticia gratísimamente importante es la del éxito logrado hasta ahora con "Si yo fuera Rey" ("If I Were King"), que repitió en Estocolmo y en otras capitales el triunfo de Londres. El director-productor Frank Lloyd, que asistió a los estrenos de Londres y de Estocolmo, nos asegura que la película es de las que triunfan dondequiera. Tal opinión, que podría sospecharse de parcial, nos parece, por el contrario, muy justificada.



"FRANKIE" FOR PARAMOUNT

Wallace Ford and Aline MacMahon in a dramatic scene from William K. Howard's Astoria film.





